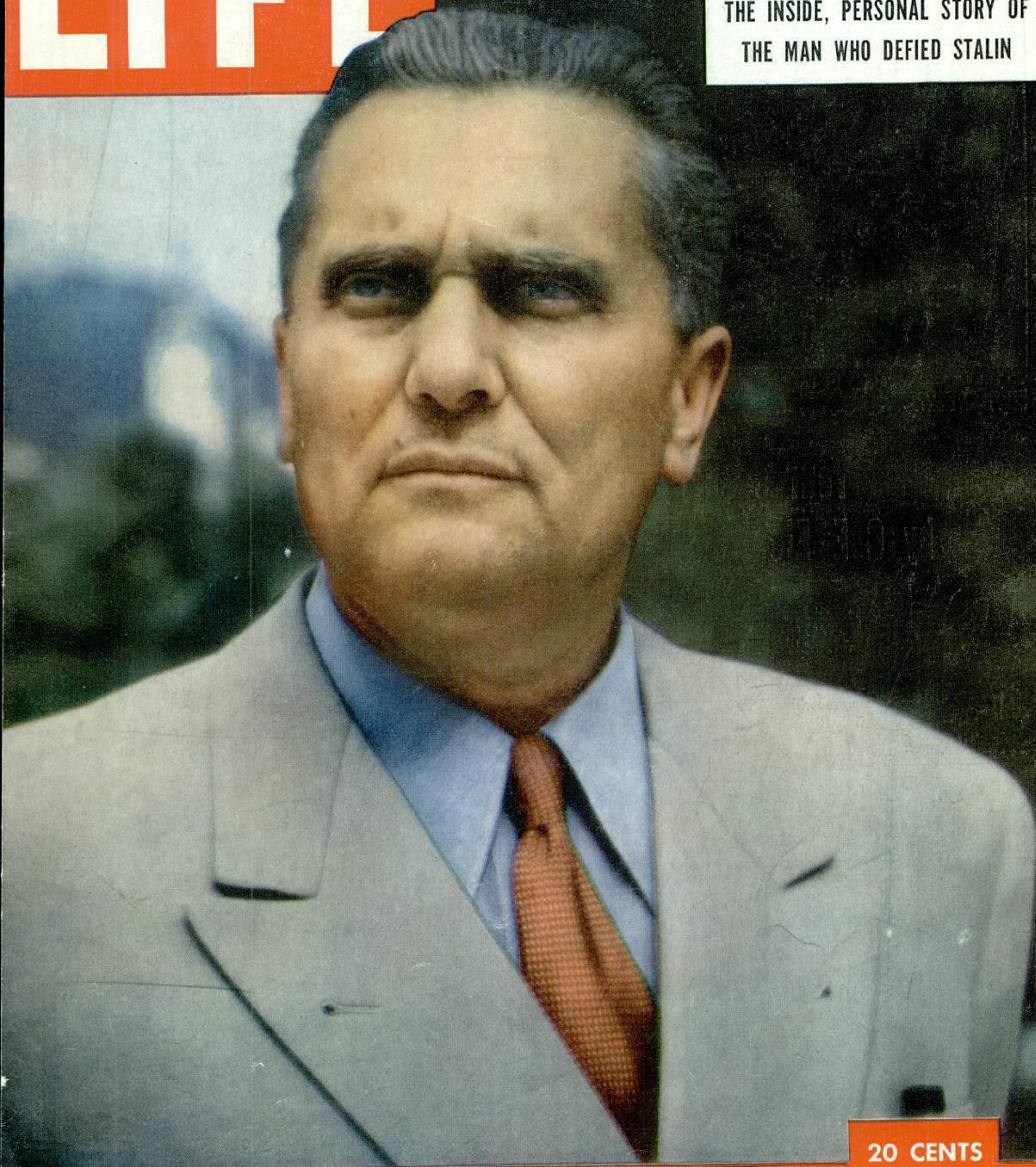


# LIFE

BEGINNING IN THIS ISSUE

## TITO SPEAKS

THE INSIDE, PERSONAL STORY OF  
THE MAN WHO DEFIED STALIN



20 CENTS

APRIL 21, 1952

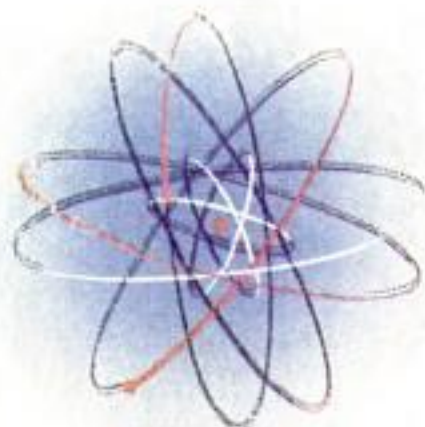




**TO TRIPLE THE CAPACITY OF ITS ELECTRONICS LABORATORY** at Electronics Park, near Syracuse, N. Y., General Electric speeds completion of a new laboratory wing. Lights burn late as a growing army of scientists and engineers at G.E.'s modern

electronics headquarters hastens development of still greater contributions to your defense and to your standard of living. From radio to radar, from computers to semi-conductors, potential uses of the electron are explored unceasingly by these scientists.

## Your security and well-being strengthened by G-E Electronics Research in 3 great laboratories



**I**F you want to keep your freedom, be able to pay your taxes and have enough left for comfortable living, you have a real stake in electronics. Your security and well-being are tied to the problem of meeting staggering needs for defense without overloading the civilian economy. Only through a higher rate of industrial productivity can this be done. And only through expanded use of industrial electronics can productive efficiency reach its highest level.

So you have an interest in the news that General Electric has accelerated electronics research in three laboratories: the Electronics Laboratory at Syracuse—the new Advanced Electronics Center at Cornell University—the General Electric Research Laboratory at The Knolls, near Schenectady. In the tradition of Edison, Steinmetz, Langmuir, Alexanderson, Coolidge and Whitney, G-E scientists are helping to make military and industrial electronics America's strongest weapons in war and in peace. In these fields, as in television, radio and all other phases of electronics, you can look to General Electric for leadership.

*You can put your confidence in—*

**GENERAL  ELECTRIC**

©1952, General Electric Company, Syracuse, N. Y.



**EDUCATION AND INDUSTRY JOIN HANDS IN RESEARCH** in the academic atmosphere of the recently established General Electric Advanced Electronics Center at Cornell University, Ithaca, New York. This unusual cooperative research enterprise links top men of creative and practical science, who probe beyond the edges of knowledge for you, for your security. Above—a research team considers a problem in radar theory.



**ATOM SMASHERS, SYNCHROTRONS, AND EVERY CONCEIVABLE TOOL** for electronics research are the scientific weapons of the General Electric Research Laboratory. Through the course of its brilliant 52-year history the Research Laboratory has pioneered in electronics development. Today it meets the challenge of the changing times with the most extensive program of electronics research in its lifetime



# Stay on the ball— Avoid "Tell-Tale Mouth"

(BREATH NOT AS SWEET, TEETH NOT AS CLEAN AS THEY CAN BE)



**Ipana keeps your whole mouth cleaner, sweeter, sparkling!**

**Gets teeth cleaner!** Ipana's lively, sparkling foam reaches where your tooth brush can't.

**Sweetens breath instantly!** Ipana helps remove causes of embarrassing mouth odor—leaves your mouth feeling clean, feeling fresh.

**Reduces tooth decay!** Yes, brushing teeth with Ipana right after eating reduces tooth decay as effectively as *any way known*.

**And don't forget your gums!** Brush teeth from gum margins toward biting edges to let Ipana Tooth Paste's *active* cleansing foam help *remove* irritants that can lead to gum troubles!

Teeth, breath, gums—all three can cause "Tell-Tale Mouth." Avoid it with refreshing, minty Ipana Tooth Paste! See for yourself. Get a tube of Ipana today at any drug counter.

A Product of Bristol-Myers

## Ipana Tooth Paste

**NEW!** DOUBLE-DUTY Multifine Tooth Brush—Over 1400 fine nylon bristles, plus the *twist* in the handle. 1000 dentists helped design it.

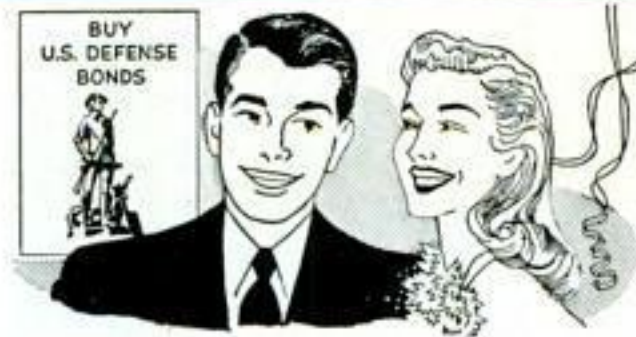
Your own taste  
warns of  
"Tell-Tale Mouth"



THAT STALE, FURRY TASTE—OFTEN ITS A SIGN OF "TELL-TALE MOUTH." (TEETH AND BREATH NOT AS CLEAN AS THEY CAN BE)...



BRUSH TEETH WITH IPANA. NOTE LIVELIER TASTE AND TINGLE AS IPANA'S SPARKLING FOAM REACHES WHERE THE BRISTLES CAN'T...



NOW YOUR OWN TASTE TELLS YOU YOUR WHOLE MOUTH IS CLEANER, SWEETER, SPARKLING. NO "TELL-TALE MOUTH" FOR YOU!

This One



04RP-DAK-ZTW5





**STAYS FRESH LOOKING:** An airline hostess' blouse must stay fresh and neat-looking—even on the longest flights, and must be easy to care for. That's why American Airlines *insists* on blouses made with acetate.

## You will like fabrics made of Acetate for the same reasons air-hostesses do!

All the important qualities *you* look for in a fabric—the ability to stay fresh and lovely looking, feel wonderful—and, in addition, fabrics that are easy to care for—are *doubly* important to an airline hostess. That's why so many of the clothes in her wardrobe are made of acetate.

So take a tip from these busy airline hostesses, who have to make the most of their time and who always have to look their best! Look for the tag that says made of Acetate, the beauty fiber, when you shop.

What is Acetate? Acetate is the man-made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America. Acetate has a unique combination of characteristics that make fabrics wonderfully soft and comfortable. You will find acetate fabrics in all kinds of beautiful blouses, suits, lingerie, sportswear, dresses and evening gowns.

### ACETATE FABRICS—

**Look lovely—feel wonderful**

**Drape gracefully**

**Launder easily—dry quickly**

**Dry-clean perfectly AND—**

**Acetate helps wrinkle recovery**

WRITE FOR FREE BOOKLET ON "ACETATE, THE BEAUTY FIBER"



NEXT TIME YOU SHOP LOOK FOR THE TAG...



**LIVING OUT OF A SUITCASE** an airline hostess finds that dresses made of acetate pack and unpack beautifully. Naturally resilient, acetate helps fabrics recover from wrinkling, keep them ready to wear on a moment's notice.



**LOOKS LOVELY:** For "dates" and other special occasions, you always feel dressed up in acetate fabrics. Their natural luxury and drape make any dress more attractive, more "important."



**LAUNDERS IN MINUTES, DRIES FAST.** When time is short there's nothing like acetate. An acetate blouse dries so fast it can actually be sudsed, hung up, ironed and ready to wear again in less than an hour, sparkling-fresh.

# Celanese

CORPORATION OF AMERICA • 180 MADISON AVENUE, NEW YORK 16, N. Y.





*This is Leonard A. Snyder, photographed at eight weeks*

## INTRODUCING *The Youngest Telephone Share Owner*

### BABY BECOMES PART OWNER OF A. T. & T. WHEN ONLY THIRTY-TWO MINUTES OLD

Little Leonard Snyder of Philadelphia, Pa., broke all known speed records in becoming a part owner of the Bell Telephone business.

Minutes after he was born on December 28, 1951, his proud father telephoned the news to his aunt. She was so delighted that she immediately telephoned an order

for five shares of American Telephone and Telegraph Company stock for the new arrival. Thirty-two minutes after Leonard was born, the stock was purchased in his name.

He's much younger than the average A. T. & T. shareholder, of course. But in the number of shares he owns, he's just like thousands and thousands of others. For about half

of all the owners of A. T. & T. are small shareholders, with ten shares or less.

The 1,100,000 owners of the Bell Telephone business are people of all ages, from all walks of life, in every part of the United States.

Thousands of churches, hospitals, schools and libraries and three hundred and fifty insurance companies also own A. T. & T. stock.

BELL TELEPHONE SYSTEM







“Livin’ in my house!  
Lovin’ another man!  
Is that what you call  
bein’ honest? That’s  
just givin’ it a  
nice name!”

JERRY WALD & NORMAN KRASNA PRESENT

**BARBARA STANWYCK • PAUL DOUGLAS**

**ROBERT RYAN • MARILYN MONROE**



# CLASH BY NIGHT

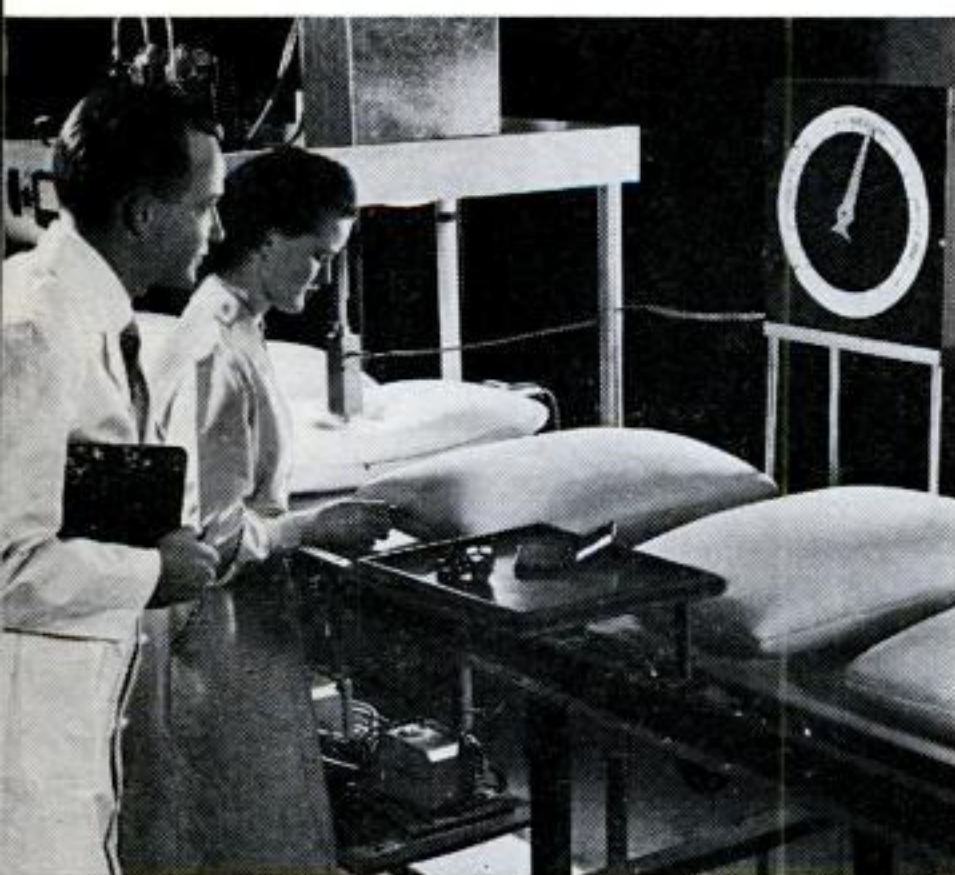
with J. CARROL NAISH • KEITH ANDES • Produced by HARRIET PARSONS • Directed by FRITZ LANG • Screenplay by ALFRED HAYES  
BASED ON THE PLAY BY CLIFFORD ODETS

Distributed by  
**R K O**  
RADIO  
PICTURES

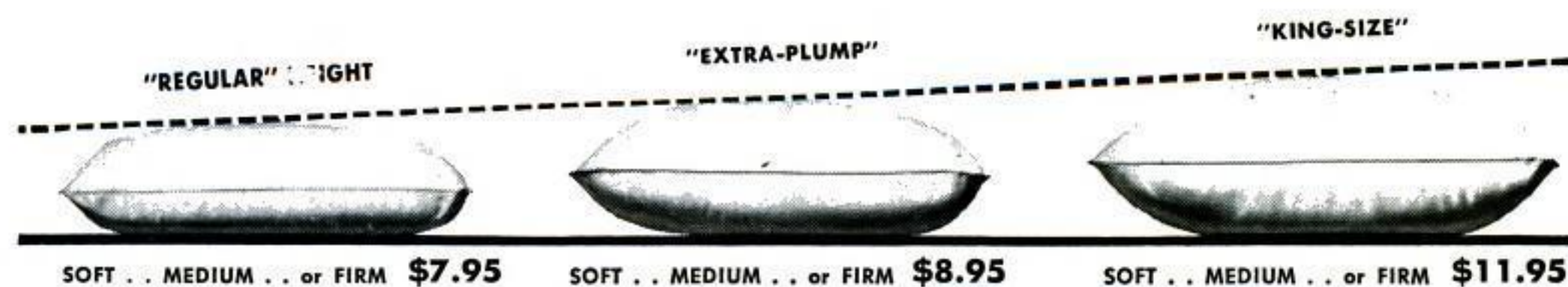


# Wrong pillows rob millions of a good night's sleep!

## NOW...FOR THE FIRST TIME...YOU CAN CHOOSE THE PILLOW JUST RIGHT FOR YOU!



World's only pillows scientifically made and tested for perfect sleeping comfort! Sensitive devices determine the *true* degree of softness or firmness of every Playtex Pillow. No other pillows are so carefully manufactured, so accurately classified as soft, medium or firm. That's why no other pillow gives the restful, refreshing sleep the Playtex Pillow offers!



### Only Playtex® makes it possible!

Only Playtex offers soft, medium, firm pillows, all in "Regular" Height, "Extra-Plump" and "King-Size"—and each and every one made and tested by an exclusive scientific process to assure you perfect sleeping comfort!

Whichever of these new Playtex Pillows you choose, you're getting the world's finest, freshest,

coolest whipped foam latex . . . always allergy-free, dust-free, mildew-proof. Only Playtex Pillows are hallmarked with a Gold Seal Guarantee—your assurance of unexcelled quality.

Playtex Pillows come with extra-fine Sanforized percale covers. Prices are slightly higher in Canada and foreign countries.

All Playtex Pillows are exactly sized and accurately marked. So easy to select the pillow that's perfect for you!

*For sound healthful sleep—for bright eyed good mornings*

**PLAYTEX** Superfoam **PILLOW**

World's ONLY pillow with the GOLD SEAL GUARANTEE

**Gold Seal Guarantee**

The PLAYTEX PILLOW is the only pillow that carries the Gold Seal Guarantee. The whipped foam latex in this pillow is GUARANTEED moulded of all new materials—no scrap, no shoddy latex. When cared for according to instructions, it is:

- GUARANTEED not to sag, lump or break
- GUARANTEED to resist moth
- GUARANTEED completely washable
- GUARANTEED sanitary
- GUARANTEED dust-free
- GUARANTEED not to support or promote the growth of germs or fungi
- GUARANTEED not to mildew

The COVER on this Playtex Pillow is made of fine, long lasting materials and is completely washable. INSTRUCTIONS OTHER SIDE

There is no greater proof of the superiority of a product than the bona-fide bond of the maker. Playtex Superfoam Pillows are the world's only pillows backed by a GOLD SEAL GUARANTEE. It is like the hallmark on fine silver, an emblem of good faith and the finest quality.

Look for the Playtex Pillow in its glamorous new box, designed in petal pink and velvety black. At department stores, furniture and sleep shops everywhere.



# NEW SHAMPOO DISCOVERY

## Film-Free Hair “Detergent

Now... Fitch introduces an amazing new shampoo that avoids “detergent dryness” caused by shampoos that depend entirely on strong “dishpan” detergents for cleansing. A gentle, luxury shampoo... that actually helps Nature improve your hair... restores its healthy “young” look... gives you film-free rinsing, removes embarrassing dandruff, makes hair “behave.”

### *Nature gives you young hair... help Nature keep it looking young*

Your hair is growing constantly, renewing its youth with every inch it grows. The shampoo you use can have a lot to do with keeping your hair looking young, healthy, glowing with highlights, or can mar its beauty. Look at it now. Is it drab, dull, clouded? Feel it. Is it dry, brittle... like your hands feel when you use strong detergents in the dishpan? Before it is too late, realize that you may literally be washing the bloom of youth from your hair with shampoos that depend solely on these drying detergents for cleansing... or soap shampoos that leave dulling film.



Make your very next shampoo a new, gentle Fitch shampoo. See what wonderful things it can do for your hair with its balanced formula... containing *two* super-cleansers that actually float out every trace of dirt and unsightly dandruff... *plus* an exclusive stimulating scalp-freshener... *plus* a special ingredient for quick, thorough clear-water rinsing.

### *Hair dulled by soapy film can sparkle again*

Are you hiding the shine and shimmer of your hair, dulling its color with soap that clings and won't wash

out? In gentle new Fitch Shampoo the “rinse” is right in the formula. Now you can enjoy thick, rich, luxury suds with *no* clouding soap film. Your hair is lustrous, glistening with highlights.

### *“Detergent Dryness” disappears as natural beauty is restored*



Some shampoos can promise shine. But watch out for signs of “detergent dryness” because strong all-detergent cleansers may take out of your hair the very substances it *needs* for health and beauty. Gentle new Fitch Shampoo leaves them there while it removes surface oil, dirt, and loose, itchy dandruff. The beautifying lubricants from the scalp are free as your comb carries them along to polish every strand.

Hair that has all but lost its bloom of youth can again look healthier, younger, with a more *natural* shine. Just *one* shampoo will prove what a beautiful difference gentle new Fitch Shampoo can make. And as you continue to use it you will find your hair grows lovelier with each washing, for every trace of harsh detergent dryness disappears. This amazing shampoo discovery actually helps Nature beautify your hair.



*Even hard-to-manage  
hair can have the  
“Hairdresser Look”*

One of the annoying effects of harsh detergent dryness is that your hair becomes increasingly dryer and harder to manage. Gentle new Fitch Shampoo overcomes this problem. Your hair has more body, better texture, is easier to comb and set. Your wave behaves. You have that “Hairdresser Look.”

### *Guaranteed to remove flaky dandruff in just one lathering or money back*



Most dandruff has a common symptom: dry scalp that flakes off in tiny particles. This is a danger of harsh detergent dryness... a danger you may be encouraging with the wrong shampoo. Gentle new Fitch Shampoo with its exclusive scalp-freshener guarantees to remove embarrassing dandruff... so effective—yet so mild it doesn't harm glands or dry out scalp... leaves your scalp feeling refreshed and clean.

### *You can have a “soft-water” shampoo even in hardest water*



You may live where “hard-water scum” is a real plague. But wherever you live, the water that comes

## STOP WASHING THE “BLOOM OF YOUTH” Switch to New Fitch

Copyright 1952, Fitch Div., Grove Laboratories, Inc.



# GIVES YOU... Without Dryness

From your faucet contains minerals that create some degree of hardness. Gentle new Fitch Shampoo ends this problem with a special agent that neutralizes these minerals and makes even hard water behave like soft rain water. Like magic, you have million-bubble lathers that rinse out clean, leave no dulling soap film on your hair.

*Mild, gentle, safe for  
a child's scalp*



You can trust your child's hair to Fitch care. New Fitch Shampoo is so mild, so gentle you can use it as often as needed. It helps to leave hair tangle-free, easy to comb and manage. Best of all, your child's hair need never be exposed to alarming, harsh detergent dryness... because now new Fitch Shampoo truly guards that precious bloom of youth.



*Now just one shampoo...  
perfect for all the family*

No need to waste money on special shampoos for father, mother, the children. New Fitch is an all-purpose shampoo... that promises to repair the ravages of harsh detergent dryness, guarantees to remove flaky dandruff, and leaves your hair film-free and shining. Because gentle new Fitch Shampoo contains everything your hair needs to look healthier, to have and to keep that young look.

## FROM YOUR HAIR Shampoo

**NEW FITCH**  
is the only shampoo  
that gives you  
all these advantages

**NEW**—New soothing mildness gentle enough for a child.

**NEW**—Lightning-fast lather even in hardest water.

**NEW**—Quick, easy rinsing.

**NEW**—Clean, fresh-smelling. No lingering odor.

**NEW**—Leaves hair delightfully easy to manage.

**NEW**—No dulling soap film. No detergent dryness.

—One shampoo  
for all the family.

IT'S STILL THE  
**ONLY SHAMPOO**  
GUARANTEED TO  
REMOVE DANDRUFF  
IN JUST ONE  
LATHERING OR  
MONEY BACK

## Special Introductory Offer



## Buy One Bottle Get One

# FREE!

Try new FITCH SHAMPOO during  
this trial offer! 58¢ value only 29¢!  
Buy now while supply lasts!



*the new*  
**PLYMOUTH**

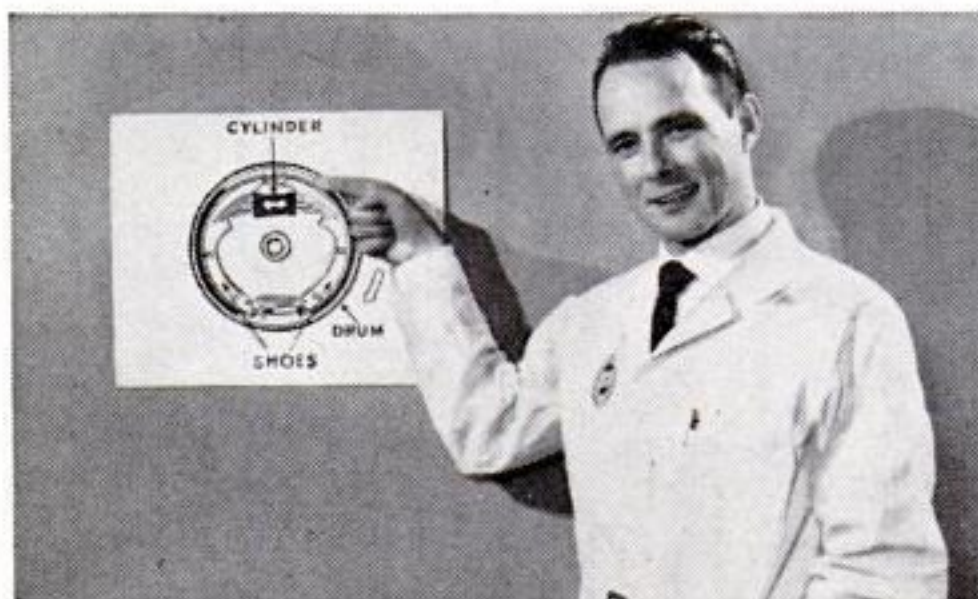
*shows you big  
forward steps in driving  
and riding ease*



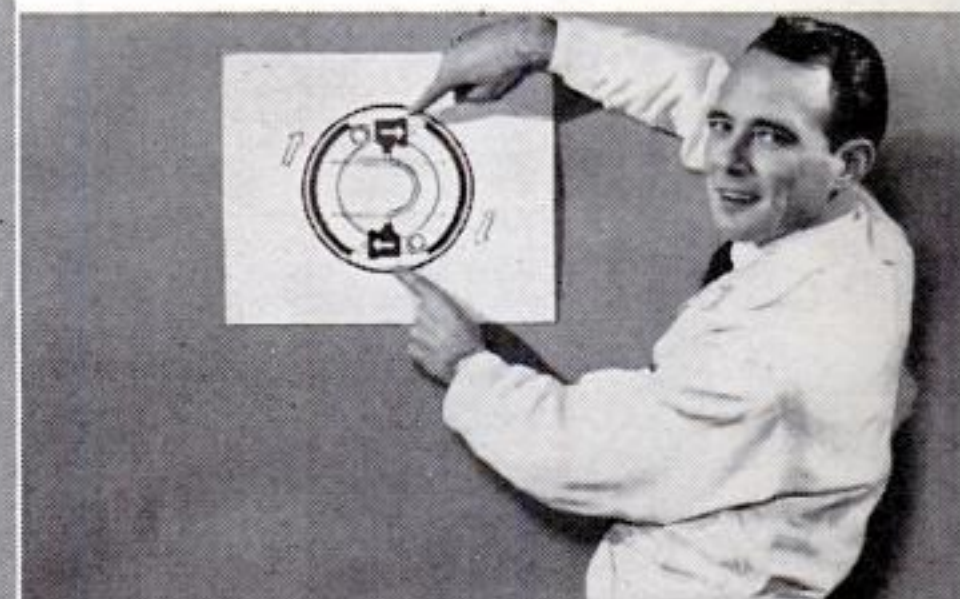
**SOME CARS** affect you like this when encountering an unexpected bump in the road. Another thing that can make you "tense up" while you're driving is the glare of the sun.



**NEW PLYMOUTH** offers you the relaxation of smooth-gliding Safety-Flow Ride. Also Solex Safety Glass\* to reduce glare, help keep out heat of sun, for greater driving comfort.



**JUST ONE** hydraulic cylinder in front brakes of other leading low-priced cars. Results may be erratic; same pedal pressure doesn't always produce the same braking action.



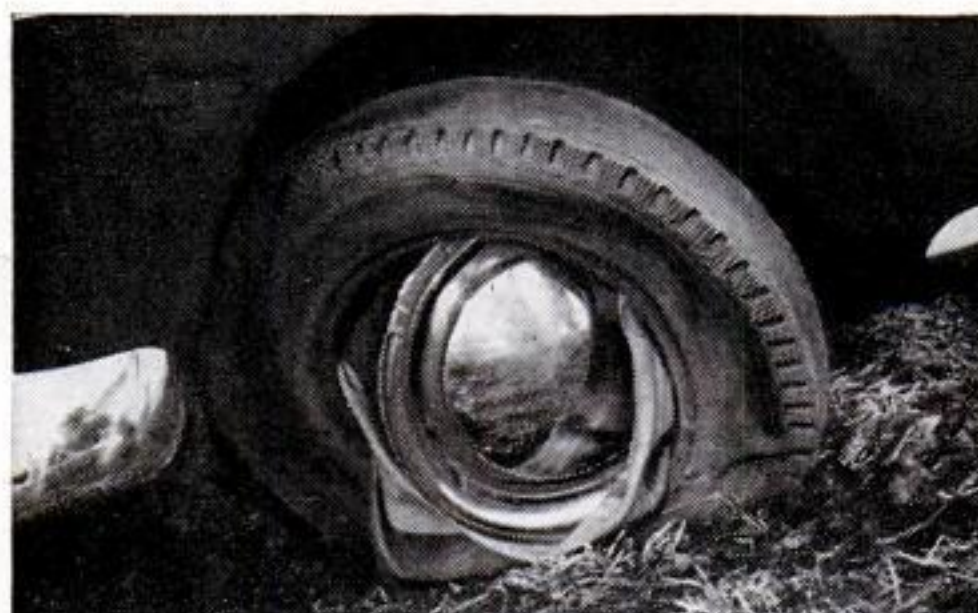
**NEW PLYMOUTH'S** front brakes have *two* hydraulic cylinders. Results always smooth and sure—same braking action for the same pedal pressure every time.



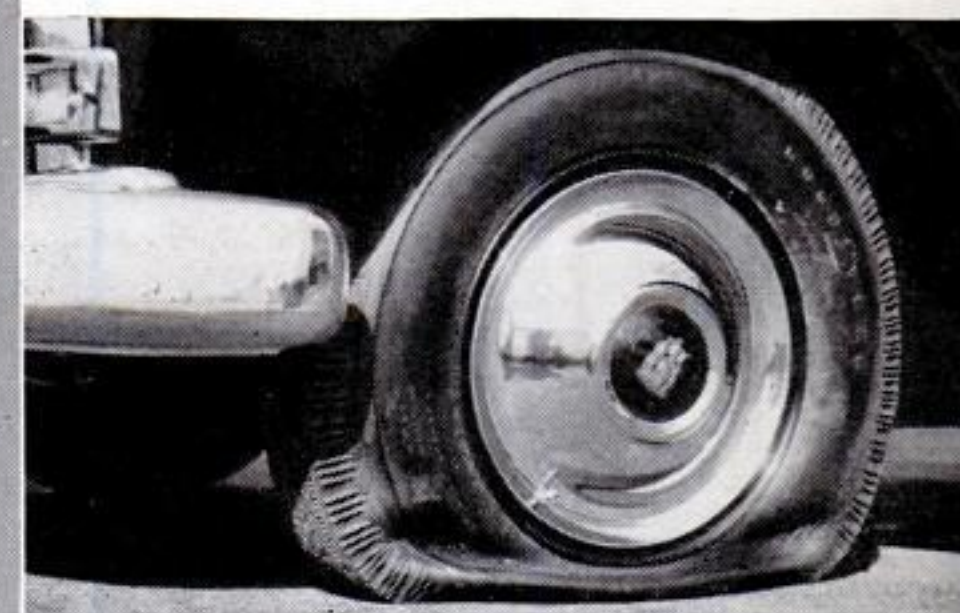
**CONVENTIONAL** seat used in many cars. To get head room under a too-low roof contour, it's built low and tilted back. Uncomfortable posture; weight on base of spine; knees jackknifed.



**NEW PLYMOUTH** has Chair-Height seats—highest seats in the lowest-priced field. Ample head room, but erect, natural posture. Full support for legs and back. More comfort, less fatigue.



**ORDINARY** wheel rim, after a blowout. Tire has twisted off the rim and the resulting drag on one wheel has caused the car to go out of control and into the ditch.



**NEW PLYMOUTH** has Safety-Rim Wheels, another "exclusive" in the lowest-priced field. Blown-out tire has been held squarely on the rim, allowing driver to slow to a safe, controlled stop.

### NEW AUTOMATIC OVERDRIVE

**ANOTHER NEW** feature now available with the 1952 Plymouth is Automatic Overdrive\*. Just let up on the gas pedal at any speed over 25 and you're in Overdrive, gliding along with the same forward speed but with engine speed 30% less. For sudden acceleration just "step down" on the gas pedal and you're back in conventional drive.

*There's a Plymouth dealer near you. See him soon!*

\* Optional equipment at moderate extra cost  
Equipment and trim are subject to availability of materials

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



# New

*A closer, faster, easier shaving  
Colonel for those who prefer  
single-headed electric shaving!*

# Schick



**H**ere it is, Sir:

The brand-new model of the popular priced, precisely engineered Schick Colonel—the electric shaver used by enthusiastic millions, year in and year out.

Handsome it is, with dextrous new styling that makes its form fit your fingers as though born there—that gives you a new handling ease.

And handsome it does:

For with Schick's new real rotary motor—and Schick's new Hi-Velocity Head—this greatest of

all Schick Colonels simply *sings* its way through the roughest, toughest beards. You get truly clean, close, comfortable shaves—every time and *ALL OVER!* Yes, even in those little hard-to-get-into places that you've only half-reached before!

You get thoroughness with sparkling speed—closeness with feather-touch comfort—de luxe shaving at a moneysaving price!

And remember—the New Colonel is a Schick from head to cord. It's designed and built by the

same master craftsmen who make the Schick "20"—biggest hit in shaving—the finest shaving instrument of all time.

The New Schick Colonel—at only \$19.95, including its rich new Caddie Case and accessories—is one of those "buys" you'll love to remember. So see it, test it, enjoy it—beginning right now! At drug, jewelry, department and other stores, all over, or at Schick Electric Shaver Shops in principal cities. Schick Incorporated, Stamford, Conn. Schick "20"—\$24.50. Schick Super—\$22.50.

**NOW you can get Schick "20" features  
in this low-priced luxury shaver!**



Yes, the New Schick Colonel includes many features that make the great Schick "20" the finest shaving instrument of all time:

- NEW finger-fitting design—scientifically shaped and sized to get in anywhere—so light you scarcely know it's in your hand!
- NEW Hi-Velocity single-head version of the new Schick "20's" famous comb-edge—for close, clean shaves!
- NEW real rotary motor—AC, DC—new power, new speed for close, fast shaves!
- NEW saddle-stitched Caddie Case—ideal for bathroom shelf or travel bag!
- SAME 10-DAY NO-RISK TRIAL PLAN!

# Colonel

**MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE  
—BETTER-BUILT FOR CLOSER SHAVES**





Handsome 18th Century Drawer Chest in glowing African mahogany. Full-length drawer in base, two simulated drawers above. Model #2221. **\$79<sup>95</sup>\***

## "Oh, what a thoughtful family to give me a **LANE CEDAR CHEST** for Mother's Day!"

"The Mother's Day Gift I cherish most," says many a happy mother, "is the stunning Lane my family gave me!"

"Every time I look at it, my heart is warmed by the loving thought that went into its choice. I'm proud, too, that my family had the good taste to pick out such a beautiful and useful piece of furniture."

"And OH, how I value my Lane for the wonderful care it takes of my precious woolens—the clothing, blankets and quilts I treasure so much. I never need worry now about losing things to moths—as sometimes used to happen. My Lane Cedar Chest keeps everything fresh and sweet-smelling—safe from moths and dust—as no other storage method can!"

**Mother's Day is May 11th.** "If you're searching for a Mother's Day Gift of permanence and beauty, you couldn't make a better choice than one of these handsome, mothproof Lane Cedar Chests!"

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest! Made of  $\frac{3}{4}$ -inch red cedar in accordance with U.S. Government recommendations, its absolute moth-protection is guaranteed by one of the world's largest insurance companies. The Lane Company, Department L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

**LANE CHESTS  
AS LOW AS  
\$49<sup>95</sup>\***  
EASY  
TERMS

**ALSO MAKERS OF LANE TABLES**

\*Slightly higher in the West and Canada. ©1952, The Lane Company, Inc.



**LOVELY 18th Century chest** in rich mahogany. Tray-drawer for silver and linens in base. Model #2798—\$69.95.\*



**STUNNING modern of blond oak.** Automatic self-lifting tray. Aroma-tight like all Lane Chests. Model #2782—\$59.95.\*



**Streamlined modern of matched walnut** with contrasting Paldao wood trim. Automatic tray. Model #2775—\$49.95.\*



**Functional modern of rift-cut white oak.** Self-lifting tray. Polished to a satin finish. Model #2783—\$49.95.\*



**Miss America Special;** blond oak, walnut, \$69.95.\* Larger in same or grey walnut, white fawn mahogany, cordovan, \$79.95.\*



**Smart modern** with panels of walnut stump and Paldao wood trim. Automatic tray that lifts with the lid. Model #2815—\$59.95.\*



**Modern console** in blond oak. Interior drawer and adjustable shelves. For living room, foyer. Model #C-108—\$99.50.\*



**Graceful Queen Anne Lowboy.** Drawer in base, simulated drawers above. In rich mahogany. Model #2805—\$89.50.\*



# LETTERS TO THE EDITORS

## 'IT'S HIDEOUSLY TRUE'

Sirs:  
When a magazine representing the heart of a great nation substitutes for important political and international news the fate of a beloved comic strip ("It's Hideously True," LIFE, March 31), it should make Russians wonder about our sanity. If they wonder too long, they will see that this is the very reason we are a great nation. Yes, this is America, and am I glad of it!

MELVIN D. MARTIN  
Cleveland, Ohio

Sirs:  
Our beautiful friendship was nearly ended by your comic-book cover. . . .

C. J. PRIEBE  
Jackson Heights, N.Y.

Sirs:  
. . . It was right and fitting and delightful that Al should be the first cartoonist to make LIFE's cover. This honor may help to repay him for holding the banner of laughter aloft for 18 dark years. Certainly it should assure him of our affection. Thanks from a loyal follower of Fearless Fosdick.

WALT KELLY  
Darien, Conn.

● Thanks in turn to Cartoonist Kelly, creator of Pogo, illustrator of *The Glob* (LIFE, Feb. 18).—ED.

Sirs:  
Your pages devoted to Li'l Abner definitely reflect on the intelligence of your readers. When I want to read about shmoos, I'll buy comic books at about the prices they are worth. . . .

L. H. ALLDREDGE  
Allred, Texas

Sirs:  
Li'l Abner is still a bachelor! Lester Gooch, creator of Fearless Fosdick, was committed to an insane asylum when he looked at Lena the Hyena a few years ago and, believing himself half sardine which must be kept in oil, he mails in his comic strips. Li'l Abner can claim a defrauded marriage.

MICHAEL SULLIVAN  
Long Beach, Calif.

● "Li'l Abner is irrevocably wed," says Capp. "The fact that Lester Gooch has been declared insane doesn't prevent him from efficiently carrying on his comic strip. As a matter of fact, it helps."—ED.

Sirs:  
Al Capp promised in 1939 that within 10 years Li'l Abner would marry. As an avid defender of male independence and Li'l Abner's liberty, I feel duty bound to reveal the truth.

In 1939, Mammy Yokum went into one of her prophetic "trances," aided by a drop of Pappy's blood. The trance

(which put Mammy in the year 1949), revealed Li'l Abner married with two children (*below*). One looked just like him and the other a lot like Daisy Mae. Well, 1949 came and 1949 went. No marriage.

When I see our defender of the fifth freedom lamenting society's bellowing about its mirrored reflections, I offer this easier way out.

After all, a promise is a promise.  
ROBERT H. SKIGEN  
Urbana, Ill.

● "A promise is a promise," Capp says, "except for me. I fully intended to betray the reader in 1949."—ED.

Sirs:  
. . . The harm done is in the wide dissemination of his "conviction that nothing is ever entirely straight, entirely good, entirely bad, and that everything is a little ridiculous," a cavalier approach to problems of the world today. Here is a compromising, adjustable philosophy which permits the individual to do about what he pleases without feeling that any code of morals or ethics has been transgressed. The fact that our hero Li'l Abner never works tends to glorify indolence and idleness.

Mr. Capp exults in destroying what we have, without offering anything to replace what he destroys, except a laugh.

JOHN COLE  
New York, N.Y.

Sirs:  
. . . We've been anxious to have Li'l Abner and Daisy Mae marry, but not at the expense of Mr. Capp. His satirical views have been excellent—comparable to *Gulliver's Travels* in their effects and methods. If he gives up now, he'll be joining the other red-blooded American men who have run like whipped curs.

JEAN HUNT  
Rock Hill, S.C.

Sirs:  
Like Mr. Capp, I miss the days of gentle fantasy and fun.

. . . My father, Charles W. Kahles, who created the comic strip *Hairbreadth Harry* in 1906, invested it for the next 25 years with good-humored satire on everything in the universe, treated in an absurd but generally uplifting way. *Hairbreadth Harry* was a forerunner of today's supermen, and Belinda was the sweet, simple and beautiful heroine. They went all over the world, under the sea and to Venus on a rocket, pursued by Relentless Rudolph, the villain in top hat and tails.

But Father couldn't let them marry because that would have been the end of the chase. After his death in 1931 the strip was continued for nine years by F. O. Alexander, who finally heeded the marriage promoters (myself among them) and wedded Belinda to Harry. The sad demise of the strip

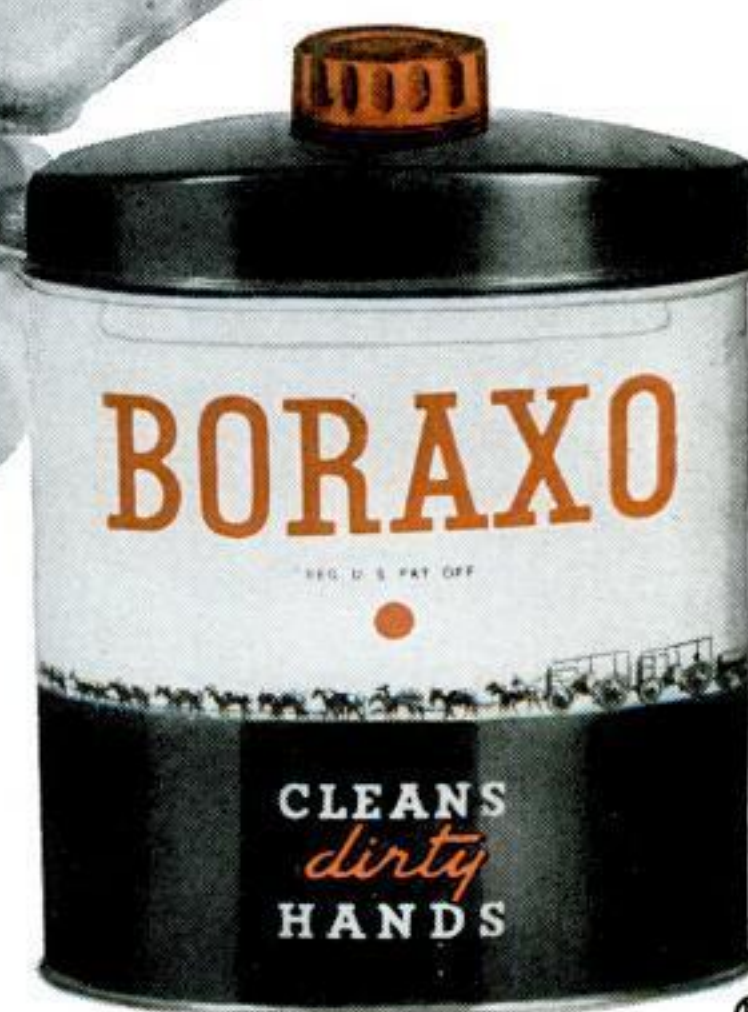
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IN TRANCE, MAMMY DANGLES ABNER'S KIDS, SEES PICTURE OF HIS WIFE

# Get that **DIRT** FAST!

but save  
YOUR  
SKIN!



Boraxo "melt-away" action cleans hands faster, gentler than any other hand soap!

Here's fast cleaning! Boraxo is the powdered hand soap containing tiny soluble crystals that clean away all dirt, then melt away, leaving hands and knuckles soft! No harsh abrasives. A must for "week-end handymen," gardeners, sportsmen, children and housewives. Get Boraxo, get hands twice as clean in half the time!

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Some tooth pastes  
clean with soap . . .



some with chalk



but not Pepsodent!



Because Pepsodent  
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exclusive **ORAL DETERGENT**



it cleans where brush  
can't reach . . .



your mouth stays coolest . . .



breath freshest . . .



teeth cleanest of any  
leading tooth paste.



You don't believe me?



Prove it . . .



to yourself!



**TOMORROW** try Pepsodent—  
now with Oral Detergent. Hours  
after, note the clean mouth taste.



**NEXT DAY** use your present  
tooth paste. Compare  
the taste hours later.



**THE LASTING** clean taste  
is your own proof that  
Pepsodent cleans teeth cleanest.



**MAKE THIS TEST!**  
You will change to Pepsodent  
for that Clean Mouth Taste.

Make YOUR OWN test of Pepsodent with Oral Detergent . . . Get  
**CLEAN MOUTH TASTE FOR HOURS**

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LEADING  
STORES**



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Leading  
Candy Confection**

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fresh BUTTERMINTS**  
Vernell's Fine Candies, Inc. Seattle, Washington

## LETTERS TO THE EDITORS

—CONTINUED—

occurred only a short time afterward.  
May the children of Mr. Capp's fertile  
brain fare better!

JESSIE PHELPS KAHLES  
Spring Valley, N.Y.



● Harry and Belinda (above) left the  
altar over the fallen form of Relent-  
less Rudolph.—ED.

### A FRIEND OF THE WEST

Sirs:

Charles Malik's "From a Friend of  
the West" (LIFE, March 31) makes  
more sense than any article I have read  
in years. It explains a contradiction  
which many of our writers and speak-  
ers have proclaimed: 1) Communism  
feeds on poverty; 2) nations and people  
are always worse off financially under  
Communism than they were before.  
When I asked why they bothered to  
change, no one had the answer. As  
you say, oversimplification explains  
nothing.

ROSS COMPTON DURST  
Cuyahoga Falls, Ohio

Sirs:

It was an intelligent contribution  
to our understanding of the Far East.  
Its absence of flag-waving brought  
fresh air to a much befuddled issue.

Mr. Malik's faith that the West  
can articulate and live its faith is my  
faith too. But we have lost sight of  
our positive goals and it is these very  
ideals that we must cherish.

JAMES FENNER  
New York, N.Y.

Sirs:

In his outstandingly accurate and  
telling article, Mr. Malik touched  
upon one of our major deficiencies.  
Lack of genuine "philosophical and  
moral depth," however, cannot be  
remedied until we young people have  
had drilled into us the necessity of  
evolving our own faith through study,  
discourse and practical application. . . .

There comes a time when every man  
asks, "What am I living for? What is  
it all about?" Can't we introduce into  
our educational system a course on  
the need for, and attainment of, in-  
dividual beliefs? Sooner or later help  
must come to the poor fellow with  
the puzzled look in his eyes and to that  
object of even greater pity, the fellow  
with the blank stare.

H. BARBRO BERG  
Quincy, Mass.

### NORTH POLE 103 MILES

Sirs:

I don't doubt George Silk's ability  
as a photographer and I admire his  
sheer courage on the North Pole as-  
signment, but I think his straight re-  
porting exceeds both ("North Pole

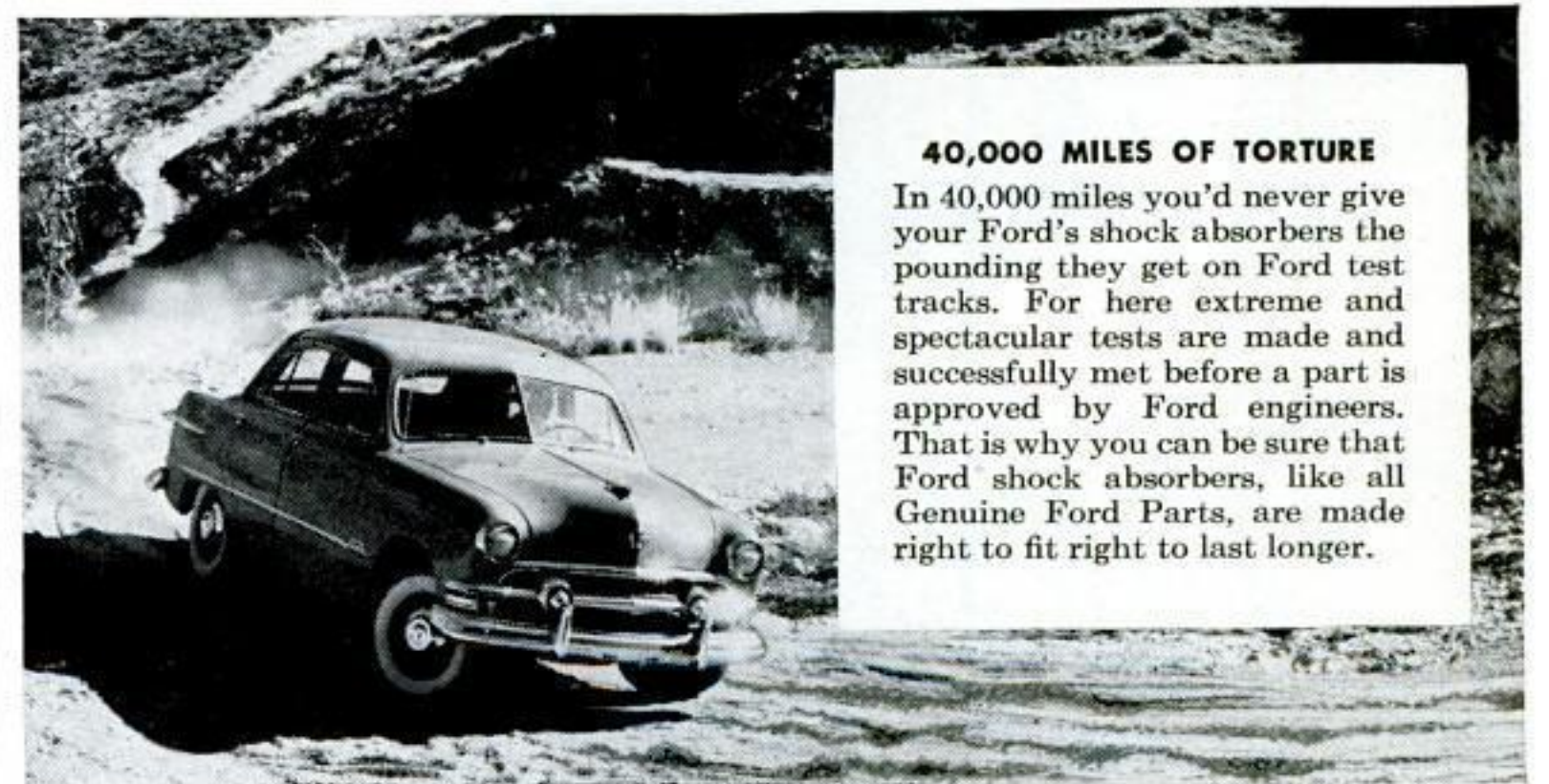
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*Insist on* **Genuine Ford Parts...**



This grueling punishment of shock absorbers  
exemplifies the test track torture tests which  
prove every Genuine Ford Part.

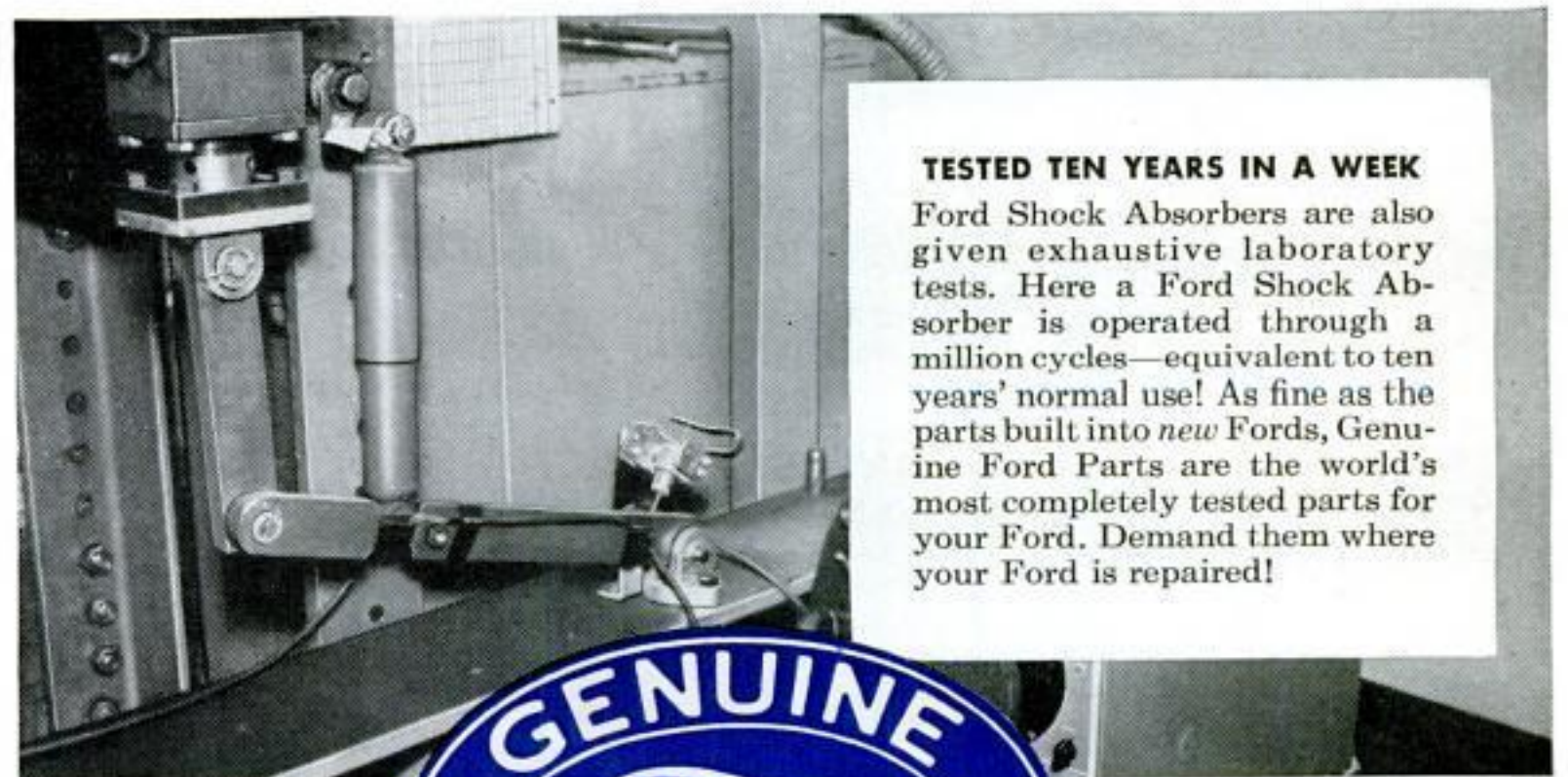
**they're TRACK TESTED**



### 40,000 MILES OF TORTURE

In 40,000 miles you'd never give  
your Ford's shock absorbers the  
pounding they get on Ford test  
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spectacular tests are made and  
successfully met before a part is  
approved by Ford engineers.  
That is why you can be sure that  
Ford shock absorbers, like all  
Genuine Ford Parts, are made  
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**and best for Fords**



### TESTED TEN YEARS IN A WEEK

Ford Shock Absorbers are also  
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tests. Here a Ford Shock Ab-  
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years' normal use! As fine as the  
parts built into new Fords, Genu-  
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your Ford. Demand them where  
your Ford is repaired!



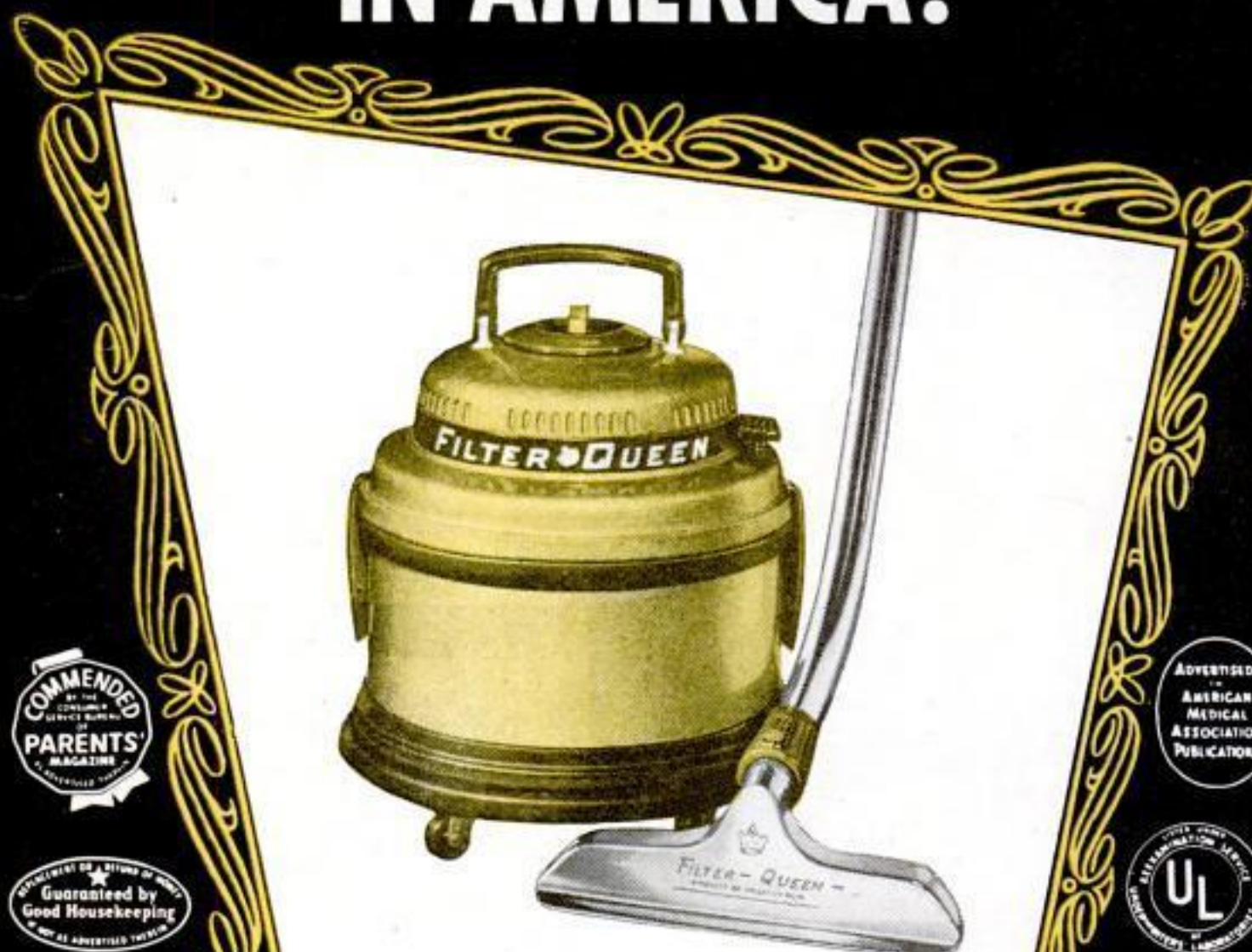
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are **TRACK  
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FILTER QUEEN practically follows you around as you clean, when placed in its caster cradle.\* Cannot catch on furniture legs. Cannot bump and mar furniture.

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Because there are no bags to clog with dirt and create back pressure, FILTER QUEEN has almost double the dirt removing power of old style cloth bag cleaners filled with dirt.

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## LETTERS TO THE EDITORS

CONTINUED

103 Miles," LIFE, March 31). Discounting that a west Canada winter has given me a fellow feeling about the way he makes you feel the cold and its influence, I still feel he's tops in writing it down.

DOROTHY KAMEN-KAYE  
Regina, Sask.

Sirs:

Silk's article is an excellent testimonial that we do not yet have unification of our Armed Forces. Why should the taxpayers pay for a Navy as well as an Army expedition to T-3?

JOHN E. BLANK  
Aspinwall, Pa.

Sirs:

... You evidently do not know that in the spring of 1937 the Russians landed four heavy planes near the North Pole, and that four men remained on an ice floe until the following February. That was 15 years ago! What are you trying to do—give Mr. Vishinsky a valid reason to laugh?

LEONARD W. BAILEY  
Jamestown, R.I.

●The daring Russian feat in 1937 landed four men on an ice floe at a place which even non-Russian scientists accepted as the North Pole. The floe disintegrated as it drifted into warmer waters and the Soviet scientists had to be taken off. T-3, presumably a massive chunk of glacial ice, offers a more permanent base.—ED.

#### KLAN IS IN TROUBLE

Sirs:

Your article ("Klan Is in Trouble," LIFE, March 31) is excellent. Imperial Wizard Thomas Hamilton's statement that "Nine times out of 10, when you hear about the Klan whipping somebody, it was someone else who did it," is the first time I have heard a Klansman admit that the Klan is ever guilty. In 1922 we had trouble with the Klan in parts of California and a close friend of mine was revealed as the Klan big shot in the San Joaquin Valley. According to him, all the beatings attributed to them were committed by persons masquerading as Klansmen. . . .

JOHN H. SCHAEFER  
Los Angeles, Calif.

#### ACADEMY SURPRISES

Sirs:

The LIFE writer who described Humphrey Bogart in *The African Queen* as "an unshaven borborgymic

CONTINUED ON PAGE 17

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the highway, that it's an extraordinary experience just to sit at the wheel. . . . So if you are among the millions who have their hearts set on owning a Cadillac—come see this great new Golden Anniversary creation in our showroom. We know that your ambition to own the "car of cars" will be greater than ever—once you have seen how truly magnificent it is today.

**YOUR CADILLAC DEALER**





... of course,  
it's electric!



## Even ground-in dirt yields to Westinghouse LAUNDROMAT'S®

### WASH AWAY RINSE AWAY ACTION



Compare them all and let your own eyes tell you which washer to buy.

No other washer, automatic or conventional, has such thorough washing action as the Laundromat. Your clothes are gently lifted up and out of the water, turned over, washed

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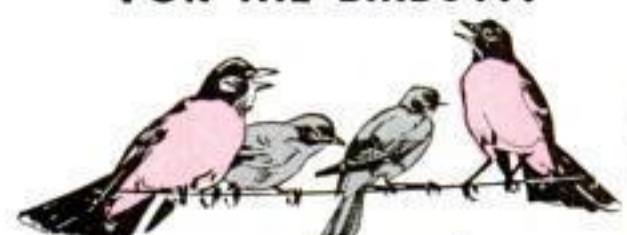
That's why the Laundromat gets your clothes so much cleaner and brighter than any other washer.

#### Only the Laundromat gives you the 3 steps to perfect washing

First, you *weigh* the clothes on the WEIGH-TO-SAVE Door. The size of the load is shown on the Indicator-scale. Second, you *save* hot water and soap by setting the Water Saver for the size of the load... Small, Medium or Regular. Third, your clothes are *washed* with the Laundromat's thorough washing action that gets dirt out... and *keeps* dirt out.

See the convincing Laundromat "500 Test" at your nearby Westinghouse retailer's today. Westinghouse Electric Corporation, Mansfield, O.

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#### America's Favorite Laundry Twins Are For You!

You'll have a truly automatic laundry... free from all the work and weather-worries of washday... once the Westinghouse Laundry Twins enter your life. The Laundromat and its matching twin, the Clothes Dryer, save your time, your clothes... and YOU.



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at your Westinghouse retailer's today

#### See Dirt Put Into Clothes

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In a few well-spent minutes you'll see the Laundromat's exclusive WASHaway RINSEaway action wash these black specks out of the clothes... and keep them out. It's the big secret of why the Laundromat will wash your clothes so sparkling clean.



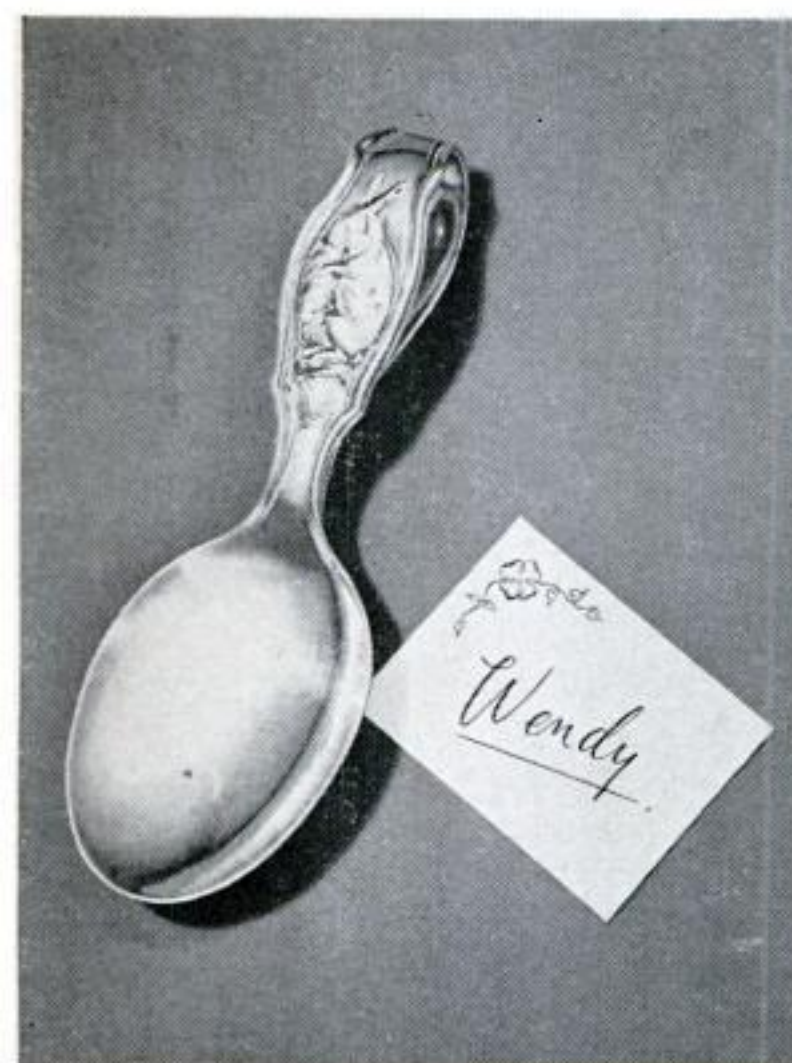
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When you buy cotton tips...  
buy the dependable  
**JOHNSON'S** brand!

## LETTERS TO THE EDITORS

CONTINUED

bum" ("Some Academy Surprises," LIFE, March 31) should get a special prize for literary achievement.

Faced by the unfamiliar word "borborygmia," I turned to Webster's to find out what kind of a bum your writer thought Bogart was.

To my surprise the word was not listed. I phoned the public library and fortunately was connected with a reference librarian of Greek ancestry who told me that borborygmus is Greek, can be translated as "intestinal rumbling." This is a perfect description for the steamboat captain who had stomach trouble at a tea table. But don't you think a footnote was needed for the readers who can't translate Greek or aren't lucky enough to find a gracious Greek librarian?

FRANCES B. MURPHEY

Akron, Ohio

• Borborygmia appears at bottom of p. 311 of the Second Edition of Webster's New International Dictionary (Unabridged, 1951).—ED.

### PRISONERS' ISLAND

Sirs:

Thanks for the highly informative and comprehensive article, "Prisoners' Island" (LIFE, March 31).

It was a pleasant surprise to see my young pal, Chisai. The only things



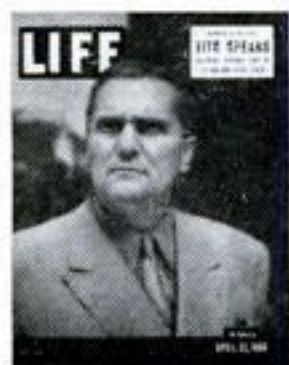
PW AND PROCESSOR

missing from your photograph are the Hershey bars that almost invariably protruded from his pockets. Perhaps you will be interested in this photo of the young PW and me, taken in Compound #61 when I was a member of the processing company of Koje.

ROBERT C. BJORK

Sturgeon Bay, Wis.

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"DAN has his eye right on the target, but he'll never score with me until he learns how to check Dry Scalp. His hair looks too dull and mussy for words. Oh-oh, loose dandruff, too! But when I tell my friend about 'Vaseline' Hair Tonic, Dan Cupid will be the archer!"

*Hair looks better...  
scalp feels better...  
when you check Dry Scalp*



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INVENTOR'S PORTRAIT IS NOT A PHOTO

# SPEAKING OF PICTURES

**World's first true photo,  
lost since 1898, is found**

The picture at the left is fuzzy, not because it was snapped by an amateur, but because it is the world's first true photograph. It was taken, probably in 1826, by Nicéphore Niépce, a gentleman inventor of Chalon-sur-Saône, France. In 1827 he gave it to an English friend and it passed to a succession of owners. In 1898 it vanished. Then, last January, this unique treasure turned up in London among a trunkful of keepsakes left in storage since 1917.

Niépce began to work toward photography in 1813 when he became interested in lithography and set out to improve its technique. By 1822 he was making contact copies of engravings by exposing sensitized materials to sunlight. But his goal was to "fix the image of nature." He hoped to do it with a *camera obscura*, a device known at least since Leonardo da Vinci, which projected an image through a pinhole or lens. At last, one sunny morning, Niépce loaded a camera with a pewter plate coated with an asphalt, bitumen of Judea. For eight hours he left it pointing out over his back yard, then removed the plate and bathed it in oil. The asphalt which had not been hardened by sunlight was washed away and a miraculous image of roofs and trees took shape. This was a true photograph because it was first exposed in a camera and produced a permanently fixed image.

But Niépce was dissatisfied with his feat and in 1829 joined an optical experimenter, Louis Daguerre of Paris. Though the two men worked together for four years it was Daguerre who went on to perfect the daguerreotype in 1837 and gain fame and fortune. Niépce died in 1833, leaving behind him a science without a name, for the word "photography" was not coined until 1839.

← **NIEPCE'S PHOTO** shows a dovecote (*left*), tree, barn roof, bakehouse and chimney, wing of house.



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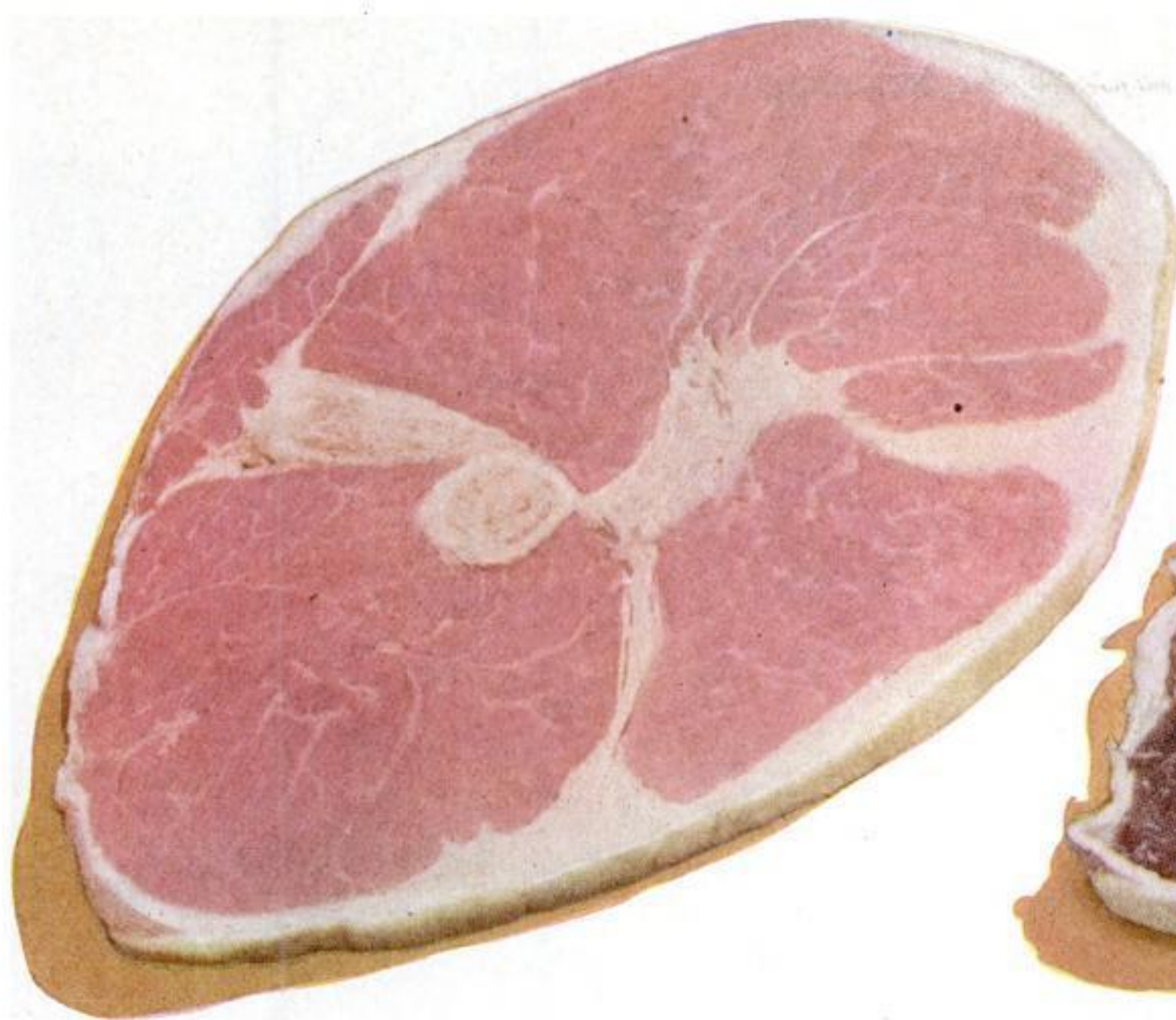
MODEL 1292—DUAL-TEMP—12.2 CU. FT.

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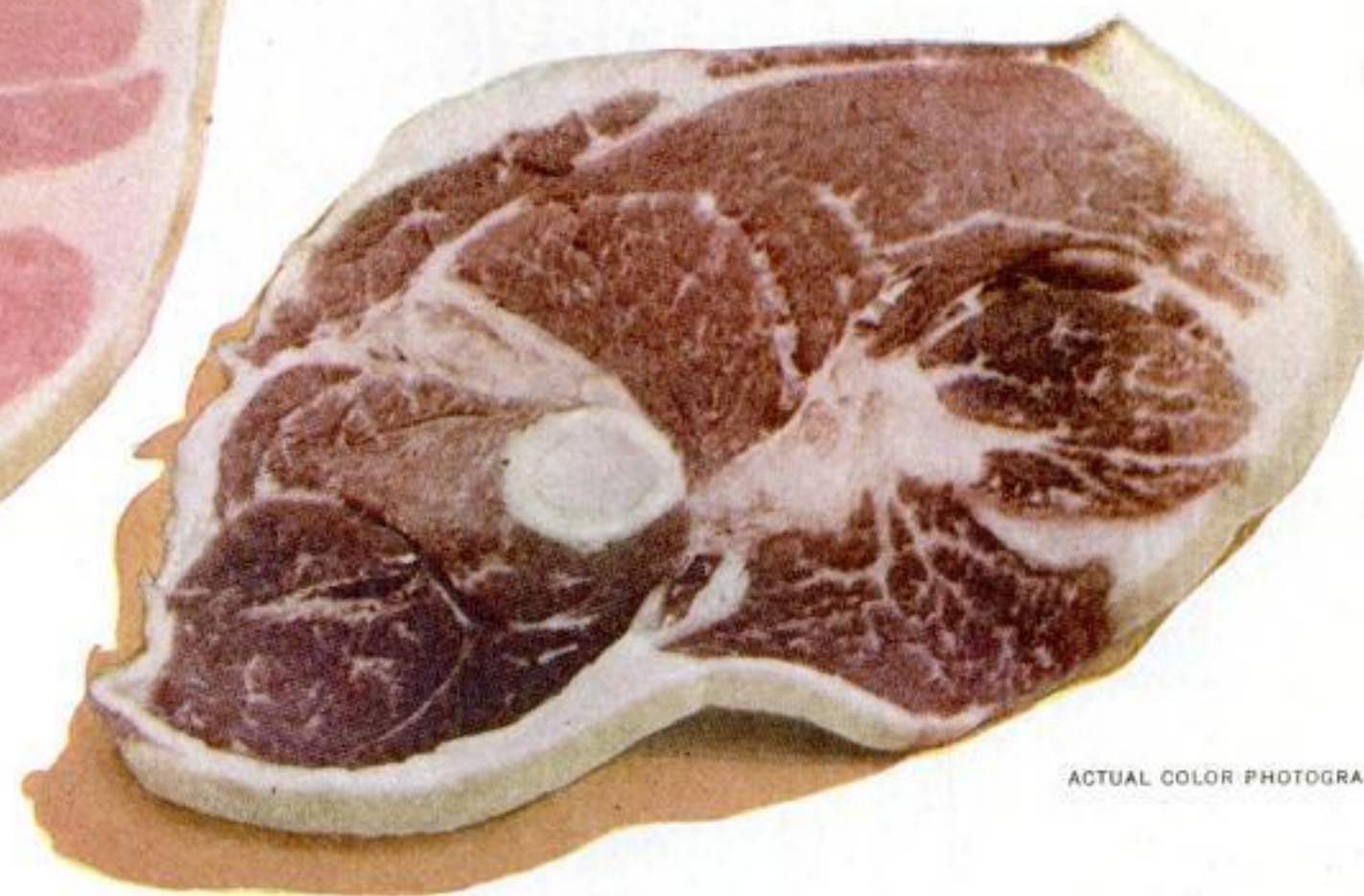
**SUPER IN CONVENIENCE!** With its wonderful new double door, you can get foods out of the freezer more easily than ever before. Many other conveniences, too: door shelves, butter conditioner, removable shelf.

**SUPER IN FOOD SAVINGS!** The higher food prices go, the more you'll appreciate this new Dual-Temp. Foods just *don't dry out!* And you can cut food bills, because you have plenty of space for grocery specials.





Actual full color photograph of a ham slice left uncovered for five days in an Admiral Dual-Temp. Moist-cold kept it fresh, appetizing, flavorful.



ACTUAL COLOR PHOTOGRAPH

This very next slice from the same ham (note similar pattern of fat) was left uncovered five days in an ordinary refrigerator. It is dried out, discolored, shrunken.

## Foods don't dry out in an Admiral Dual Temp

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Today, the "world's most-wanted refrigerator" is bigger, handier than ever! But the basic reason why women prefer the Admiral Dual-Temp over all others is still the same. It's the refrigerator where *foods don't dry out!* Meats, egg yolks, leftovers, fruits, vegetables, desserts... all stay fresh and flavorful for days on end—without lids or wrappings, without any mingling of odors or flavors.

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Admiral Dual-Temp also available with single door. Shown at right is Dual-Temp Model 1192—11 cu. ft.

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#### Bite size Rice Chex make yummy Candy Balls

Mix 5 c. Rice Chex, 1 c. broken nuts in buttered bowl. Cook  $\frac{1}{2}$  c. sugar,  $\frac{1}{2}$  c. light corn syrup,  $\frac{1}{4}$  c. water to 245° F. (firm-ball stage). Stir in  $\frac{1}{4}$  t. salt,  $1\frac{1}{2}$  T. butter. Pour over cereal slowly, stirring constantly. Butter hands; shape into 2 dozen 2-in. balls.

#### Cheese Chex . . . easy, quick bite size Appetizers

Melt in skillet  $\frac{1}{2}$  T. butter. Add 1 c. Wheat Chex,  $\frac{1}{8}$  t. salt and stir till hot. Sprinkle with  $\frac{1}{4}$  c. grated Parmesan or sharp Cheddar cheese, stir so all pieces are coated. Watch 'em go!



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\$3 value, yours for only \$1 and one Wheat Chex or Rice Chex box top. Of genuine Styron Plastic, beautiful dark green and chartreuse colors. Spins on ball bearings. Trays separate for individual servings. Send name and address today: Lazy Susan, Box 23, Evanston, Illinois. Offer good only in Continental U. S. and may be withdrawn at any time. Do not send stamps.



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Get both at your grocer's!

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Old forts and cities, mellow countrysides, colourful customs — all recall bygone days.

Paddle, sail, fish, swim — glory in the woods-and-water spaces of Canada's lakelands.



New scenes, new experiences,  
new friends are waiting over the  
border in Canada. See all  
of Canada you can this year.  
Plan now for a real stay,  
with time for fishing, golf,  
sightseeing. Visit National  
Parks, historic places, outdoors  
beauty-spots, friendly  
"foreign" cities... You'll both have  
fun in Canada. See your  
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meanwhile mail the coupon.

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## LIFE'S COVER

Marshal Tito, whose first-person life story begins in this issue, is one of the world's best-dressed statesmen. Good grooming, in fact, served him as a disguise when, as a Communist official, he was traveling illegally in Yugoslavia and other European countries before the war. He relates that "the police seemed to think that all Communists were bearded and tieless" — whereas Tito looked like a prosperous businessman. When John Phillips took the picture on the cover, Tito was at Bled, the Yugoslav resort where he spends time each summer, and wore one of the light suits he prefers in warm weather.

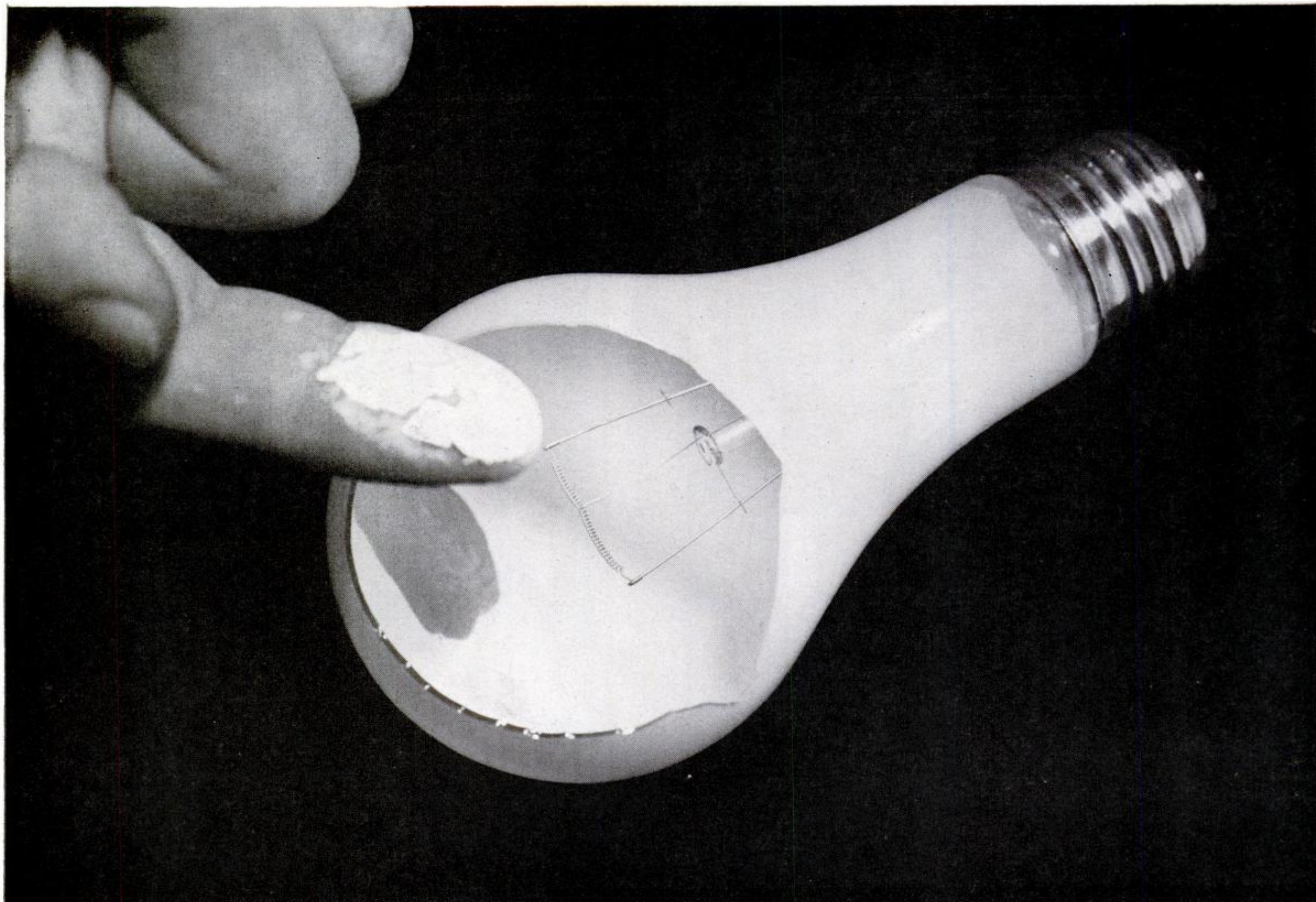


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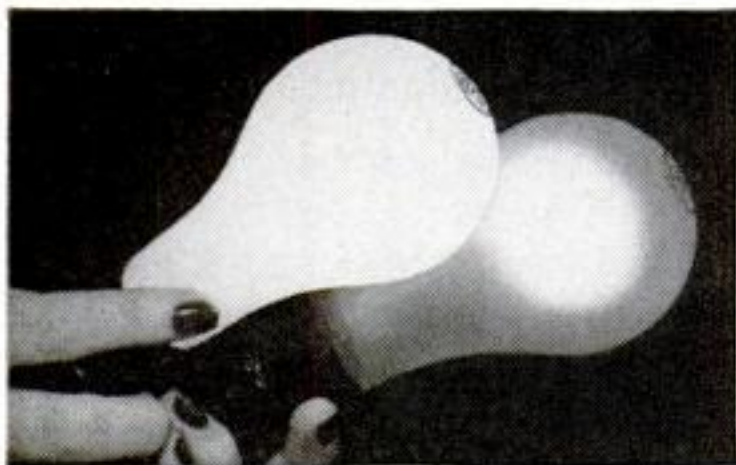
# NEW KIND OF LAMP BULB IS EASIER ON YOUR EYES

**General Electric develops inside "Q" coating of silica that cuts down glare, softens shadows**

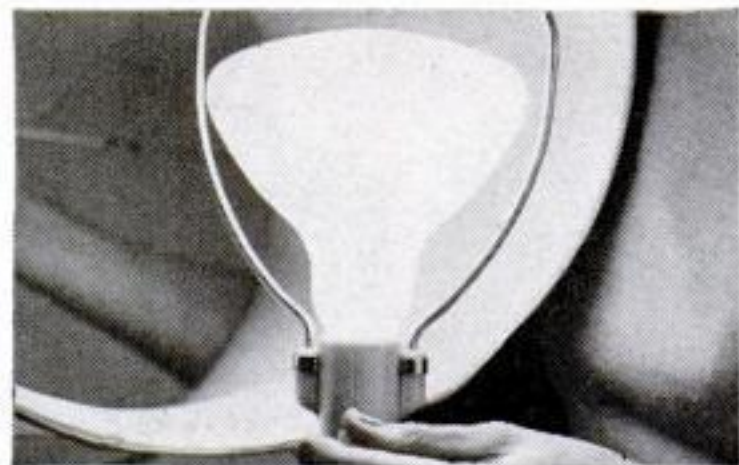
The cutaway bulb above shows a radical improvement in lamp bulbs, introduced by General Electric.

It's a coating of silica on the inside of the bulb that breaks up the light from the filament so it is easier on the eyes. Many devices have been tried in the past in an effort to accomplish the same thing. But they were either only partially effective, or they held back too much of the light. The best, up to now, has been inside frosting, introduced by General Electric in 1926.

The new G-E development, called "Q" coat, achieves near-perfect diffusion. It is available in a new line of General Electric White lamps. They give softer shadows, less reflected glare and they're better looking, too. Ask your G-E lamp dealer for General Electric White lamp bulbs.



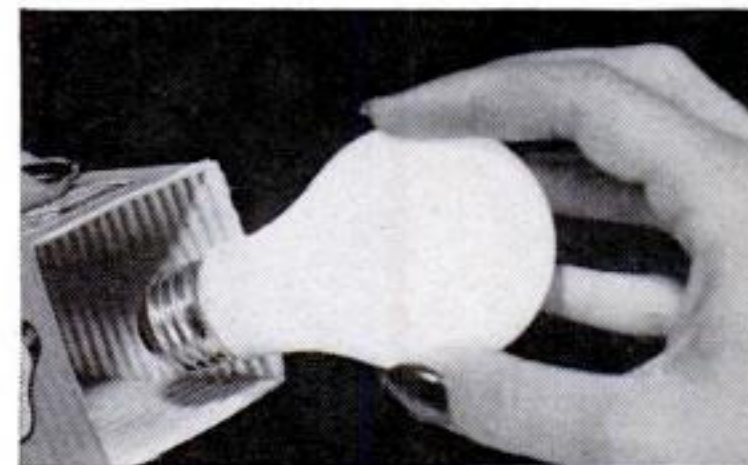
**COMPARE** 100-watt White lamp (left) with standard bulb. 100-watt White...21¢, plus tax.



**NEW R-40 Indirect White G-E bulb** needs no diffusing bowl. 50-100-150 watts, \$1.15, plus tax.



**"Q" COAT** is standard in General Electric's 100-200-300-watt 3-lite lamps. 60¢, plus tax.

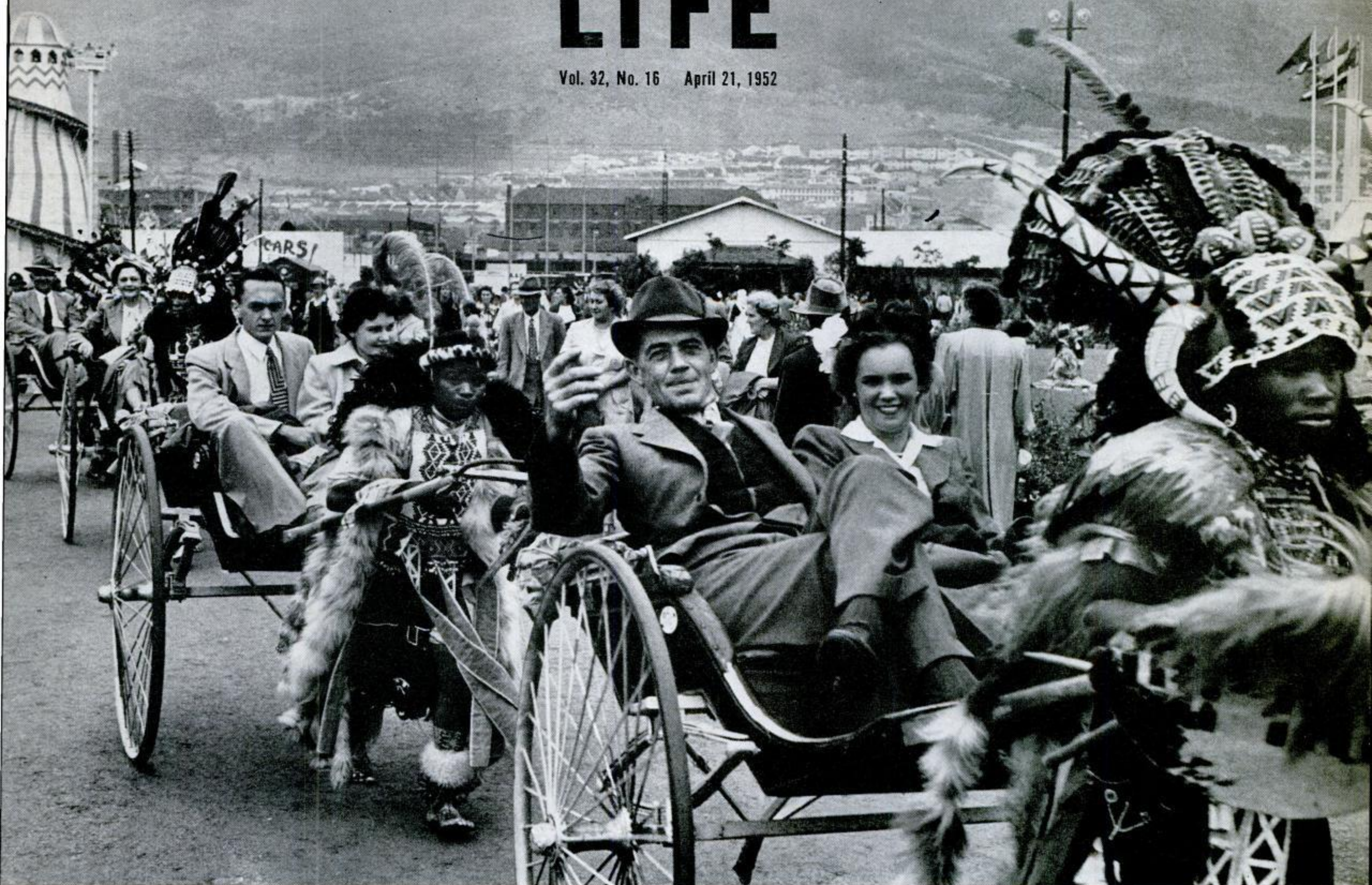


**"Q" COAT** is available also in General Electric 60-watt White lamp bulbs. 19¢, plus tax.

*You can put your confidence in—*

**GENERAL  ELECTRIC**





GARISH IN OSTRICH PLUMES, TURKEY FEATHERS AND HORN HEADDRESSES, ZULUS PROVIDE LOW-COST TRANSPORTATION FOR WHITE FESTIVAL VISITORS

## ONE FIFTH OF A NATION CELEBRATES

PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN

While their white passengers lolled at ease, elaborately adorned Zulu ricksha men this month trotted around Cape Town's showgrounds with obedient energy. Thus Zulu and white jointly observed the 300th anniversary of the white man's settlement of South Africa—but this seemingly amiable master-servant relationship was displayed against the background of a political and racial crisis so bitter that men talked of civil war. The crisis springs from a white supremacist government's determination to dominate a land where whites are only a fifth of the population. It neared climax on March 20 when the supreme court declared unconstitutional a law restricting the votes of half-castes in Cape Province. The law had been passed by the Parliament controlled by the Boers of Prime Minister Daniel Malan's National Party. Malan and his people declared they would override the court's right to test the laws, and—because the constitution was originally guaranteed by British law in 1910—they even threatened to

wrench South Africa out of the British Empire and make it a republic. Although non-whites in South Africa enjoy so few rights that they must carry personal passes and live by Jim Crow laws, they fight back. Their leaders promised to "fill the jails" in nationwide civil disobedience. Ma-

lan's government promptly alerted the army and staged a formidable show of police power. The protest fizzled but a more realistic threat developed. The all-white opposition United Party, whose supporters had met 10,000 strong in Johannesburg (left), joined the torch Commandos, a group contesting Boer supremacy, in hot demand that the government return to "a rule of law." Malan's opposition feared not so much a loss of dark men's rights as the danger that the Boers would destroy all rights but their own. There had been a shaky political truce because of the festival and the Easter recess, but last week the ceremonies ended.

In an atmosphere of tension, South Africa awaited a showdown.



MASSED BANNERS rise above massed whites of United Party supporters who assembled at Johannesburg city hall to protest rule of the Nationalists.





IN THE BEAMS OF 52 ANTI-AIRCRAFT SEARCHLIGHTS, TABLE MOUNTAIN, SEEN HERE FROM SIGNAL HILL, SEEMS TO FLOAT ABOVE SPANGLED CITY OF CAPE TOWN.

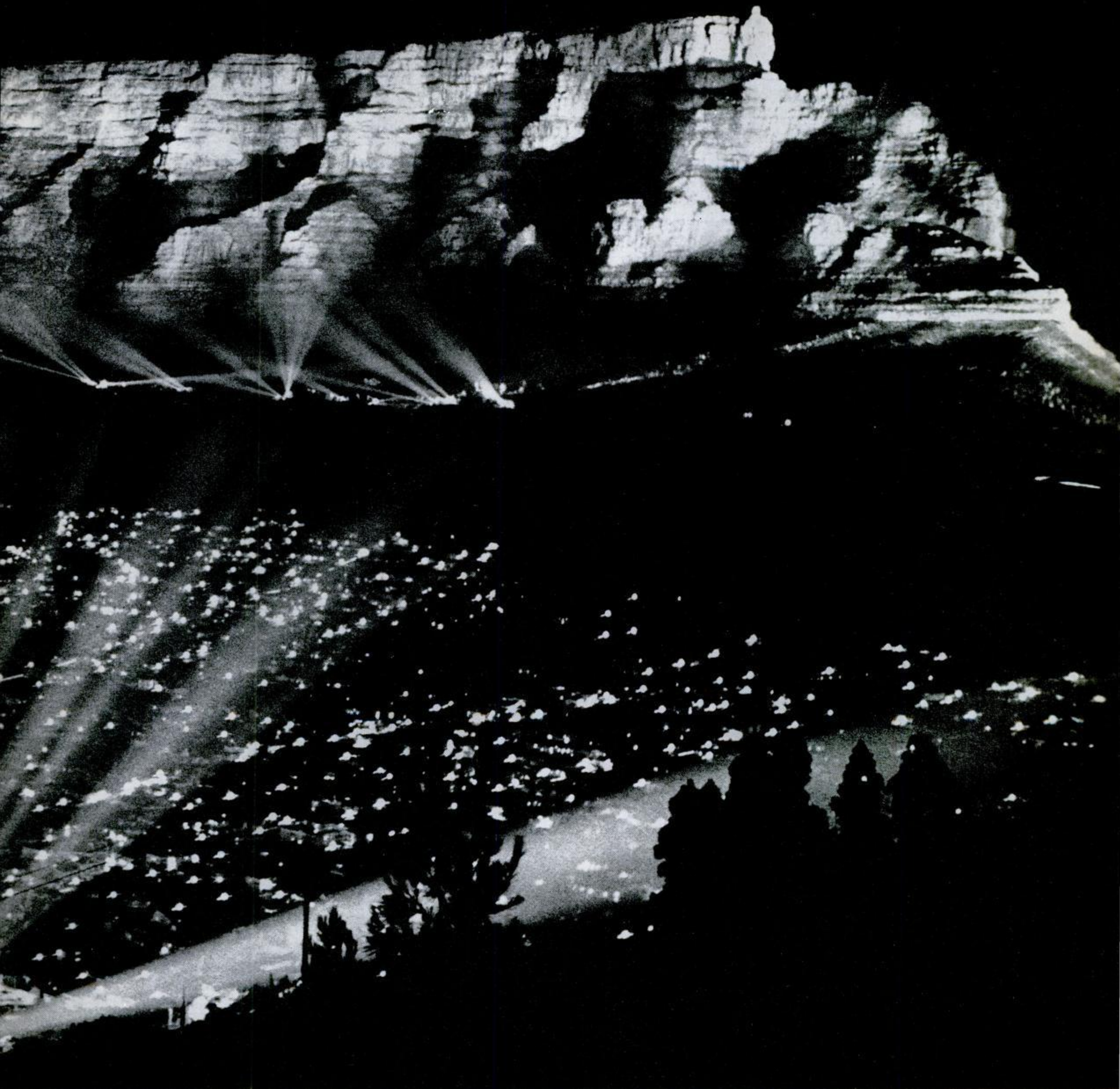


## LIGHTS AND RE-ENACTED LANDING

In celebration of South Africa's history, rays of massed searchlights glinted like diamonds on Cape Town's Table Mountain and actors in 17th Century costumes landed near the mountain's foot to re-enact the day that history began. On April 7, 1652 Jan van Riebeeck, a 34-year-old ship's surgeon, came ashore from the Dutch ship *Dromedaris* and founded a society which ever since has been tailored to the white man's need. Van Riebeeck had orders to build a fort and plant vegetables to supply Dutch East India Company vessels. But he also began to build a nation and set the pattern of a rich colonial life founded upon the cheap labor of

**FROM THE SEA** actors land at Cape Town from replica of the *Dromedaris*, a converted fishing boat.





FOR TWO HOURS EACH NIGHT OF FESTIVAL'S FINAL WEEK CAPE TOWN ILLUMINATED THE GREAT ROCKY MASS, WHICH IS 3,550 FEET HIGH AND TWO MILES LONG

## DRAMATIZE 300 HISTORIC YEARS

dark-skinned men. He subdued the Hottentots. He imported Malay slaves. He granted lands to Dutch farmers, whose descendants became the Boers.

The British came to South Africa in 1795, taking over the Cape and later Natal and pressing the Boers deeper into the veld (rolling plateaus). There, putting down the Zulu warriors in fierce battles, the Boers founded the Transvaal and the Orange Free State. They discovered gold and diamonds and had them dug up from the earth by native labor. The whites fought among themselves in the Boer War of 1899, but after peace returned the four colonies became a British dominion, and it was still a white man's land.

**FROM THE LAND** stand-ins for the original Hottentots caper a welcome as Dutch unfurl their flag.







**MALAN AND HIS WIFE** cling to one another, as they often did during the festival, while they attend the dedication of the new Van Riebeeck Park on Table Mountain.



CADETS WEAR CAPS PATTERNED AFTER THOSE OF THE NAZI AFRIKA KORPS

## ONLY BABIES IGNORE POLITICS

Ignoring the strife he had engendered, 77-year-old Prime Minister Malan shouldered a full share of festival duties. He attended pageants, dedicated Van Riebeeck Park on Table Mountain and planted a ceremonial tree while his 49-year-old wife applauded and called, "Bravo, Papa." Except during a pageant appearance in a 17th Century gown, she was nearly always at his side. Together they shared the festival whose theme was "We Build a Nation" but whose basic expression was the upsurge of a racist nationalism which Malan's party has fostered. This reached its peak when the school cadets, uniformed like Rommel's Afrika Korps, smartly marched 5,000 other children around the stadium, causing the newspaper *The Cape Argus* to ask: "Could our youth not be left free from the tribal rites used to corrupt and enslave the masses in other lands?" From both pageantry and patriotic display, South Africa's non-white stayed aloof as spectators. They left unused the special washrooms gallantly labeled "For non-European ladies," and they left unsat-on the special bleachers reserved for non-whites. In all of South Africa, only those who were too young to care (*opposite*) just went ahead and did what came naturally.



**SNEAKING A PEEK**, a few dark-skinned men creep under stands which had been reserved for them. Because of the non-white boycott, these seats were occupied only by a few whites who moved in because European section was crowded.

**AT FESTIVAL EXHIBIT** imported from South West Africa, black and white mix when blond, three-year-old Nüta Aschengorn, daughter of an Afrikaner artist working on the festival, makes friends with Kau, an 18-month-old Bushman. →







# TRUMAN AND STEEL

## CAN A DOUBLE BLUNDER LIKE HIS REALLY BE GOOD POLITICS?



QUEEN JULIANA AND PRINCE BERNHARD

### 'QUEEN, YOU SAID A MOUTHFUL'

This famous (if apocryphal) tribute—by Mayor Walker of New York to Queen Marie of Romania in 1926—seems much more appropriate to Queen Juliana of the Netherlands in 1952. In every speech during her U.S. visit she has shown a notable gift for saying the right thing to the right audience. Examples:

To Congress: "Our human legislations seek from afar to follow the divine law. They mostly fail, but they strive on."

To the Washington press corps: "You are interested in the kitchen of the world, you want to know what it all boils down to, who has a finger in this pie. . . . It must be wonderful sport to contradict each other."

To the mayor and citizens of New York City: "There is absolutely no point in letting the world be run by nervous wrecks. . . . Everyone should try to find a spot to be alone . . . to concentrate and think of everything an adult and responsible person should think about. The results might be astonishing."

To the U.N. Security Council: "Aggression means presenting death to another, as a requirement for claiming life for oneself."

To the faculty and students of Columbia University: "After all, it is the heart and soul that rule the world, not the mind, however much the mind may *think* it does. . . . It can be given to everybody to be a genius in handling the given circumstances and possibilities of his or her own life."

Yes, even the circumstances of a queen's life.

Not since the big strike wave of 1946, when he vainly asked Congress for power to draft strikers into the Armed Forces, has Harry Truman shown such quick temper and bad judgment as he showed in the steel crisis last week. He did two things which a President should not do. He showed outrageous partiality in a serious industrial dispute, and he gave his own constitutional powers a dangerous and quite unnecessary stretching. All he can possibly have gained by handling the strike threat in this reckless way is a phony campaign issue.

The wage rates in the steel case are of the variety where each side disputes the other's mathematics. However, there is no doubt that at a time of so-called "wage stabilization" the President has endorsed the biggest raise in the steelworkers' history. It came about as follows.

First, the Wage Stabilization Board put a panel of experts on the case. This panel reported that if previous board formulas were applied the steelworkers (whose last raise was in 1950) were entitled to a new raise of between 9¢ and about 23¢ an hour. The board transformed this report into a complicated set of recommendations that amounted to about 26¢ an hour, plus the union shop. This was so much higher than expected that the industry and Charlie Wilson were "aghast." But the complications at least held loopholes for further bargaining, as did the union shop. Chairman Feinsinger in fact did not defend the union shop recommendation on its merits; he explained it by saying, "We were boxed in."

But the President then topped the WSB just as the WSB had topped its own experts. He called the whole WSB package "fair to both parties and fair to the public interest." He denounced the "greedy" steel companies in the language of his worst 1948 campaign speeches. He denounced their expectations of a compensatory price increase, which Charlie Wilson had given the steelmen to understand was part of the deal. And he seized the steel mills in order to prevent the strike which the government's own clumsy generosity had made inevitable. Who can believe that Phil Murray, without government encouragement, would have made a strike issue of the union shop while there is a war in Korea?

The seizure showed how far Truman will go to "keep peace" between labor and industry. He will go at least as far as President Cleveland went when he sent troops into Illinois to quell Debs's 1894 railroad strike, over the protests of Governor Altgeld. Altgeld now figures in our history books as the hero of that story. But Cleveland was at least fortified by the wrong-headed *injunction* of a federal court. Truman is imposing the wrong-headed *recommendation* of his own board. The difference measures the seriousness of the constitutional issue.

This issue is not merely whether the President has the constitutional power to seize private property. The real issue is whether it was necessary to test that power; and it certainly was not. The President had, in the Taft-Hartley law, a statutory method of postponing the steel strike. His reasons for not using it (he has used it on nine previous occasions) were wholly unconvincing. He is therefore guilty of stretching the Constitution *unnecessarily*, which is a worse offense against that instrument than not using it enough. That is why some newspapers, in genuine alarm, could compare his act with some of Hitler's.

Of course Truman is no Hitler. He is not even, on his record, a bigot about labor. This makes his blunder all the more outrageous. Truman does not maintain in all circumstances (as some labor people do) that what's good for labor is good for the country. He boasts of having fought John L. Lewis "to a finish." Last week he engineered a grab, not for "labor," but for a favored pressure group, Phil Murray's, which uncritically supports him in elections. The deal bears no resemblance to the old undifferentiated largesse that the Democrats gave all underdogs in Senator Wagner's day. It resembles the deals in the Bureau of Internal Revenue.

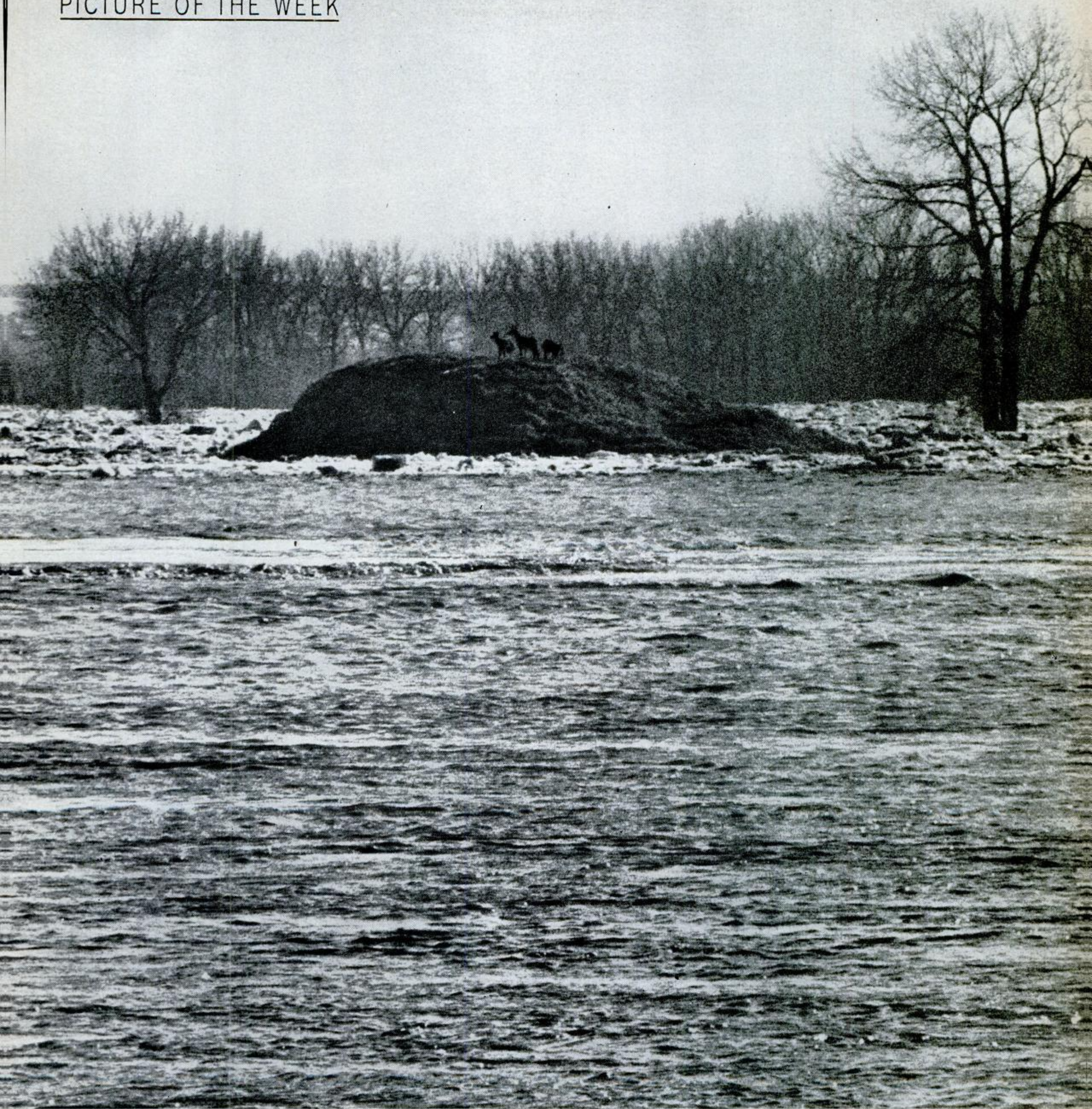
The recently resigned assistant commissioner of that bureau, Daniel Bolich, appears to have been a great hand at dropping or easing tax claims against friends of his friend Henry Grunewald, who in turn paid Bolich's hotel bills. Once he intervened to settle a \$250,000 claim for \$100,000. Maybe this was perfectly legal; maybe it was a wise settlement from the government's standpoint. And maybe a big raise for steelworkers and a big squeeze on steel profits is also in the public interest. The analogy holds because the government's overinvolvement in collective bargaining has become as complex as our tax laws. This leaves a dangerously wide leeway, behind the facade of an "impartial" arbitral process, for the rewarding of friends and the punishing of enemies.

The steel seizure is not a case of the expectable bias of a labor government. It is a case of government's having gone into the union business. It is a ward heeler's deal writ large—as large as \$7 billion worth of hitherto private property.

Is it also the sort of deal that wins elections? We prefer to believe that Truman is under an illusion about the labor vote and how to win it. Sure, you have to favor the highest wages they can get; but you do not use methods which derogate your status as guardian of all the laws and President of all the people. It may be very bad politics to make one union a known beneficiary of Robin Hood politics. For most American working men cherish lawfulness and constitutionalism as dearly as other citizens.



## PICTURE OF THE WEEK



## MISSOURI CARRIES OFF THREE DEER ON A STRAWSTACK

The muddy waters of the Missouri River, swollen by the swift spring melting of heavy winter snows in the Dakotas, came upon Bismarck, N.D. so quickly that in a matter of minutes many residents were trapped in their homes. Just outside the city three deer browsing near

the river's edge were suddenly surrounded by the flood. They leaped atop a strawstack to save themselves, but the surging river tore the stack loose and swept it out onto a large floating ice cake. Amateur photographer Paul Johnson took this picture as the stack's three helpless

passengers were rapidly being carried out of sight downstream—probably to be killed in a huge ice jam five miles below. The river, pouring southward, swamped Pierre, S.D., Sioux City, Iowa and threatened Omaha, Neb. in the worst upper Missouri Valley flood in 71 years.





**WISCONSIN** Two paraders in Mondovi, W. G. Cashmore (*right*) and Jack Sessions, who are both 77 and have been for two

Tafts, pass the senator's reviewing stand in a surrey. Taft himself traveled 2,387 miles through the state in a bus and made 125 speeches to 150,000 people.



**WASHINGTON** Briefly back at his Senate job in the capitol, a jubilant Taft exhibits a paper telling of his lead in both



**TEXAS** Leaving El Paso, Taft discusses a final point with one of his aides after three-day visit to the state was cut short by wind storms.



**NEW MEXICO** Singing in Albuquerque, Taft stands next to Governor Mechem (*left*). He got Indian blessing here.



**ILLINOIS** In Springfield, Taft attends meeting of delegates who were running in primary. They came through for him in election.





Wisconsin and Nebraska, which he swept decisively. This marked the turning point in his political fortunes and was his first victory over Ike at the polls.



**ARIZONA** Paying his first political visit to the state, Taft stepped off plane at Phoenix, donned a cowboy hat and drove a rodeo

stagecoach from the plane to the airport gate. During tour he got a rug from some Indians, laid groundwork for the Taftmen in April 26 delegate selection.

## A ROLLING TAFT GATHERS THE DELEGATES

His April victories in Illinois and Wisconsin cancel out some early losses and put him in the lead

### COMMITTED DELEGATES

	TAFT	IKE
Pennsylvania...	3	2
Louisiana.....	1	3
Oklahoma.....	7	7
Virginia.....	1	0
Florida.....	12	1
New Hampshire	0	14
North Carolina.	13	7
Maine.....	5	9
Arkansas.....	1	0
Nebraska.....	16	1
Wisconsin.....	24	0
Tennessee.....	19	0
Iowa.....	9	15
Michigan.....	6	7
Idaho.....	14	0
Illinois.....	49	1
Kansas.....	2	20
Kentucky.....	19	1
Totals.....	201	88

Last week, when they got the news that the general would be home in June, Eisenhower's top-level supporters were both relieved and pleased. But the news was no magic cure-all to a pressing problem. While it brought hope that Ike's presence in the U.S. would tie him closer to Republican voters, it still left the Ikemen with a fight on their hands—in his announcement Ike sternly said that he would do no preconvention campaigning. Taft, meanwhile, was plugging away as hard as ever and was certain to continue this right up to the convention doors. Like an earnest child at an Easter party, he was assiduously scooping up delegates like brightly colored eggs and slipping them into his preconvention basket. By the week's end, his collection (see score card at left) had assumed some imposing proportions. Even before the polls closed on Ike's victory in New Hampshire, Taft had gone off stumping the Southwest. While Ike was scoring a record write-in in Minnesota and winning nine delegates in Maine, Taft treated Wisconsin to the most intensive political going-over it had ever seen. His campaigning paid off with 24 Wisconsin delegates. In Tennessee his organization, controlled by Carroll Reece, paid off with 19 more. Idaho Republicans put all their 14 delegates behind him, and he made his most spectacular showing in Illinois where, polling three fourths of the Republican vote, he picked up 49. He seemed sure of 10 more. These gains were offset slightly when Ike picked up 20 favorite son delegates in Kansas, but Taft wound up a triumphal week by carrying Kentucky 19-1.



**FRANCE** After his statement Ike held a press conference at SHAPE to explain his request for relief.





**EARLY TOUR** for the USO, at the beginning of war, found Jane showing off her legs as she stepped off plane.



**DISASTER FOR JANE** came in February 1943 when plane crashed in Tagus River near Lisbon. Crash cost her temporary loss of use of her legs. She was rescued by Co-pilot John Burn.



**A NEW CAREER** began for Jane, when after several operations and still in wheel chair, she joined rehearsal for musical show, *Artists and Models*, in September 1943.



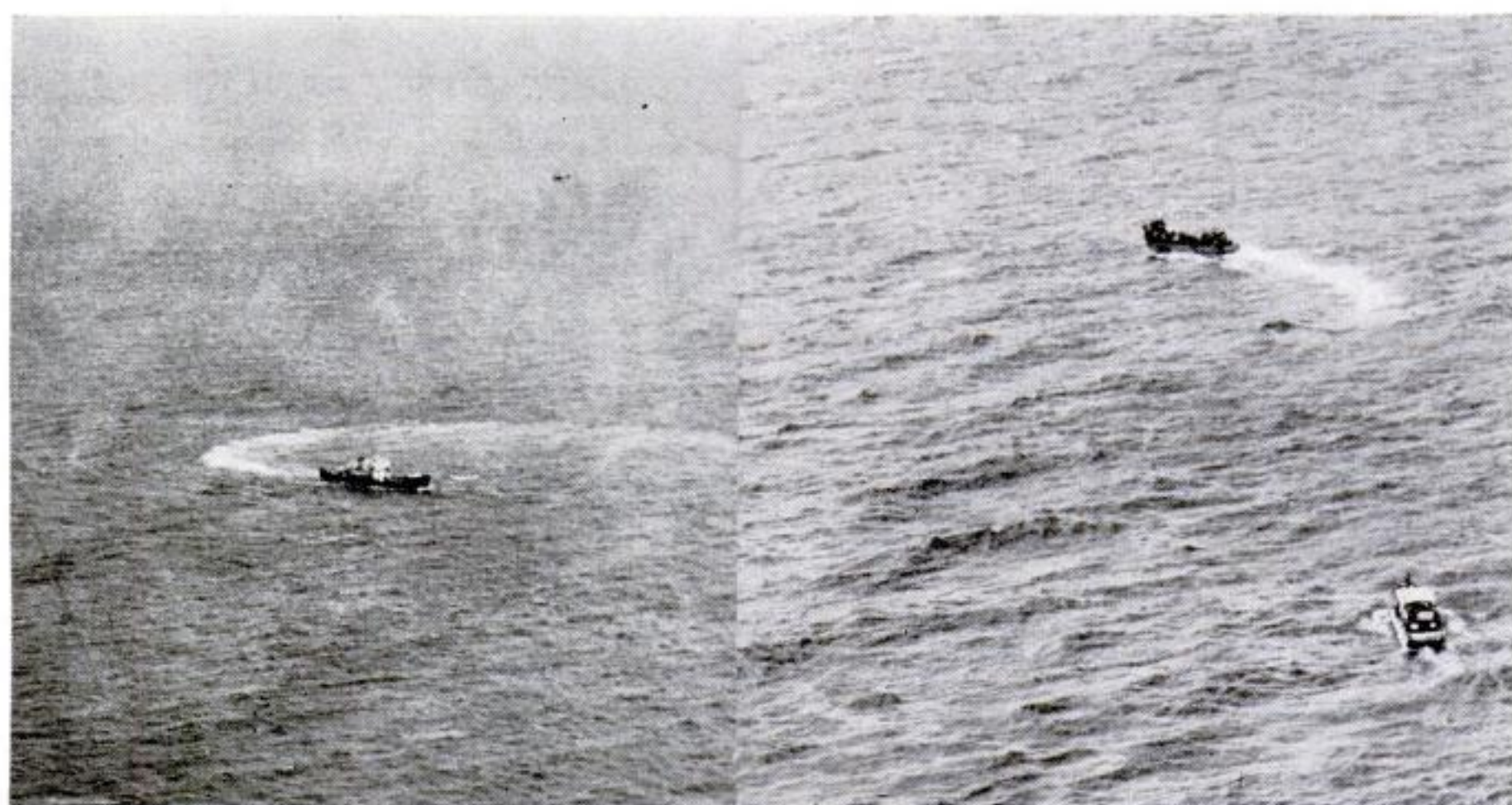
**BACK IN EUROPE**, wearing braces and crutches, Jane was greeted in 1945 at Army camp. She sang for troops waiting to go home.



**HAPPY AFTERMATH** to Lisbon crash was Jane's marriage to Airman John Burn who had helped her from wreckage. It was celebrated in Florida in 1948. (Jane's previous marriage had ended in divorce.)



**AWARD** for her USO service was received by Jane last month, with Susan Hayward (left), who plays Jane in film, looking on.



**SECOND CRASH** took place in a shark-infested spot of water just outside San Juan harbor. Fifty-two passengers were killed; 12 more and the crew

of 5 were saved. Two matching aerial photographs which were taken by local photographer show rescue boats circling around place where wreck sank.



**SECOND RESCUE** for Jane's husband was performed by the rescue plane from which he is being lifted above. Cause of the crash could not be immediately explained.

## AIR TRAGEDY AGAIN PASSES CLOSE TO JANE FROMAN

Two weeks ago Mrs. John C. Burn of New York, better known under her stage name of Jane Froman, took her husband to a preview of a movie based on her life. The principal scene reproduced a plane crash in Portugal, in which Miss Froman, on her way to entertain troops in Europe, was rescued by the co-pilot. In the film—as in real life—Jane fell in love with him in the hospital, and five years later—after her painful return to stardom on crutches the co-pilot married her. The day after the preview Captain

Burn, now a full pilot, flew down to Puerto Rico, expecting to be back home in time for Easter. But on Good Friday, Jane heard that he had gone down into the sea again—this time about five miles out of San Juan. "It just couldn't happen to us again," she said as she waited tensely for further news. When it came Jane learned that 52 lives had been lost, but her husband had been saved a second time. She was down in Puerto Rico a few hours later for a second sentimental meeting in a hospital (right).





**AFTER FOUR HOURS** of waiting in corridor outside John's hospital room in San Juan, Jane graphically describes her difficulty in reaching her husband's bedside. She was kept out because investigators wanted to speak to Burn first, but

Miss Froman triumphed by threatening to appeal directly to President Truman. Burn, who is 33 years old with a long flying record, suffered only minor bruises in the crash. Witnesses reported that he kept two passengers afloat in 10-foot waves.





**A CITIZEN** who just wanted a night's sleep came out of his New York hotel room in bathrobe to find

out what went on, heard Feinsinger (center, rear) tell reporters that the negotiations were deadlocked.



AFTER THE SEIZURE NEGOTIATIONS CONTINUE,

## TRUMAN FIRES

**By seizing the steel mills he**

The economy of the U.S. is based to a large extent on the steel standard. With steel the nation defends itself (tanks, guns and shells), transports itself (rails, autos, air engines), houses itself (buildings, refrigerators, furnaces) and cares for itself (agricultural machinery, production tools, communications).

Last week the President of the U.S. seized the nation's basic steel industry and thus launched what may be the bitterest controversy of a controversial career (see *Editorial* p. 32). The fight began last Nov. 27 when the United Steelworkers union, C.I.O., opened negotiations with an impressive list of demands that includes many raises and the union shop (which means that an employer is free to hire non-union workers as long as they join the union within a specified time). The negotiations went on for a month, at which point the union announced that it was scheduling a strike for Dec. 31. This deadline was postponed at the request of President Truman and the negotiations were consigned to the Wage Stabilization Board. Three times after that the strike was again postponed, little noticed by the nation at large as other news crowded the steel crisis off the front pages. Last month, after a series of exhausting and disputative meetings (*LIFE*, March 31), the WSB





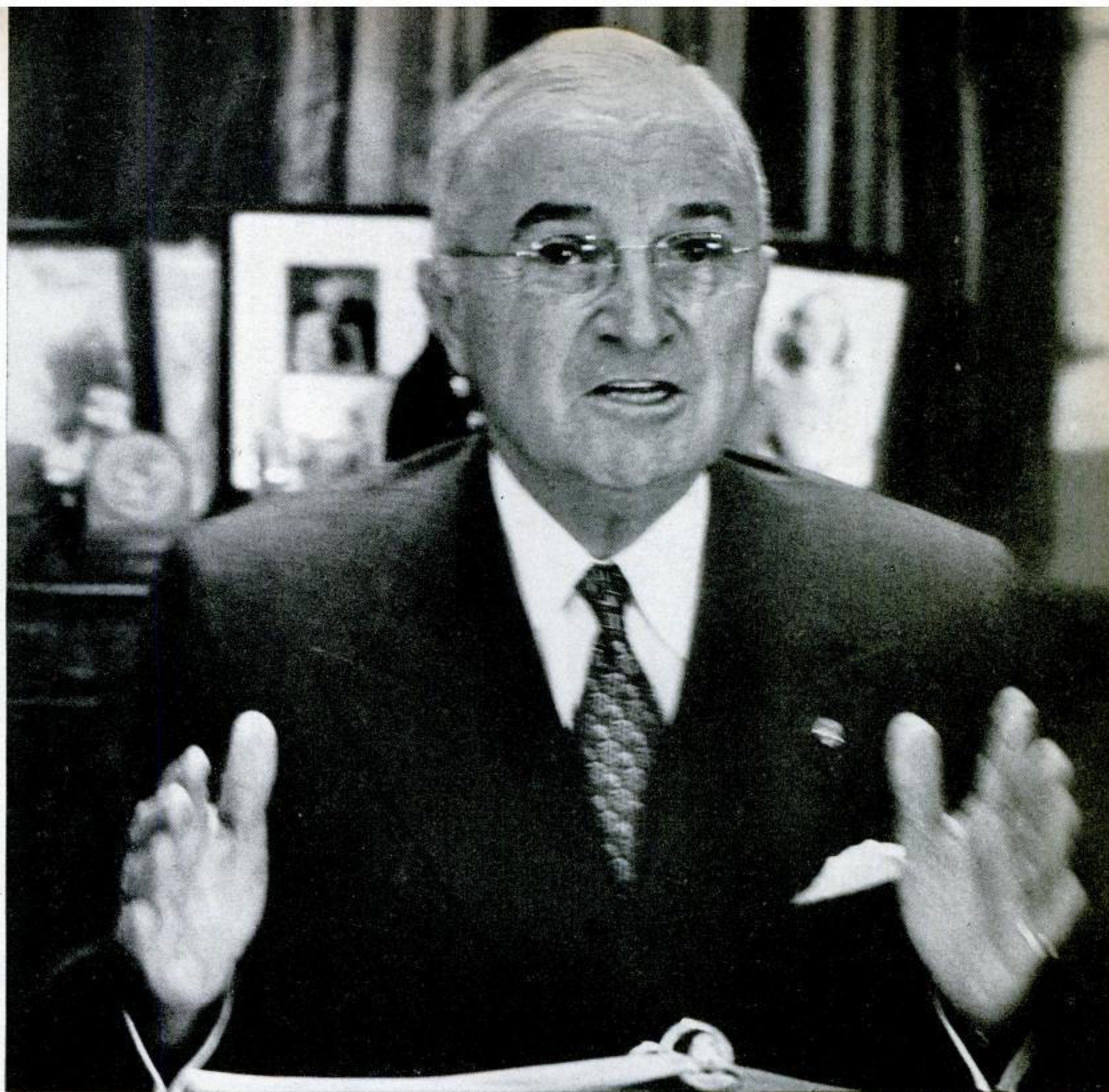
BUT POLICE KEEP PRESS FROM THE CONFEREES

# THE FURNACES

creates white-hot controversy

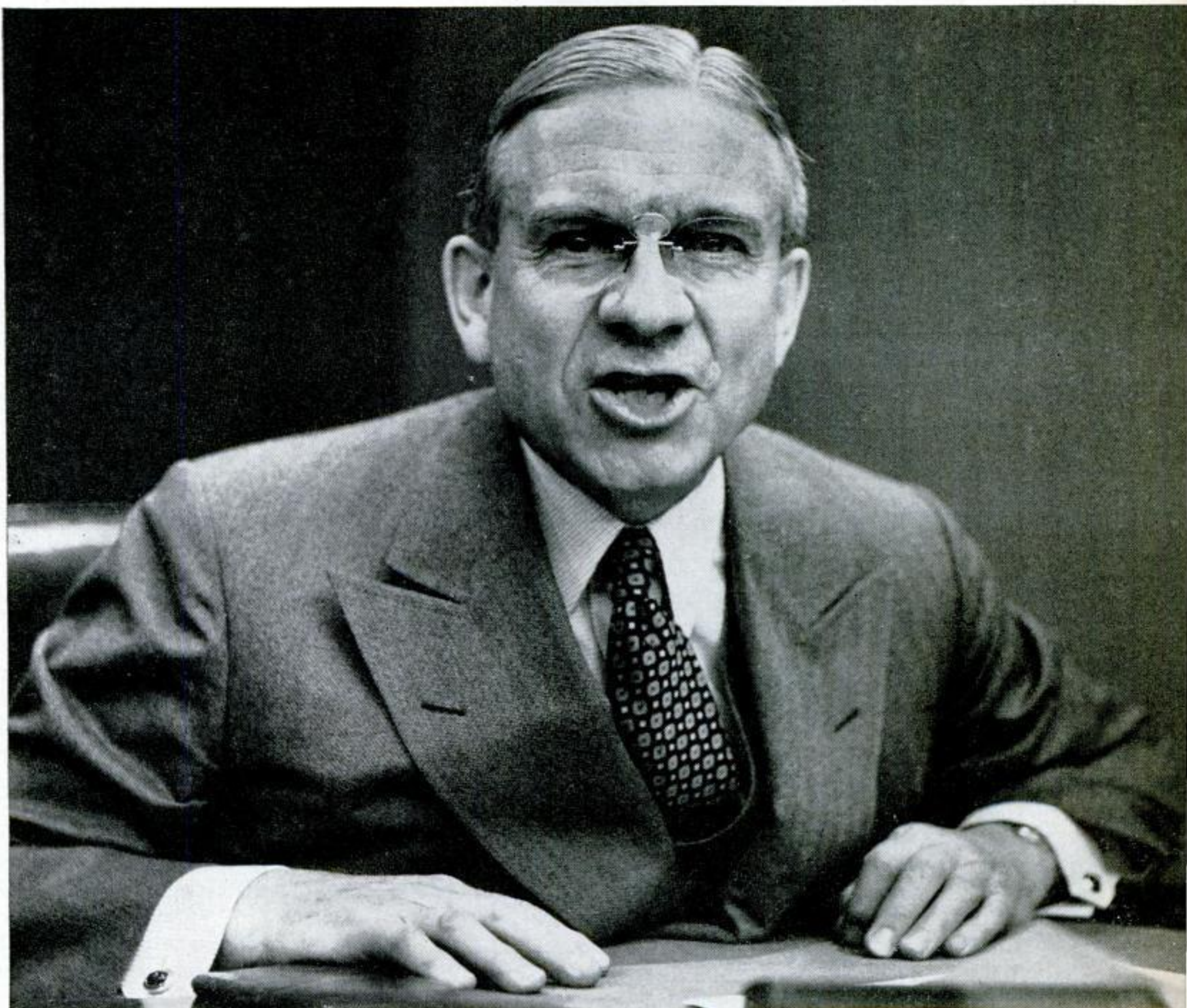
handed down a recommendation to which its industry members sharply dissented. The steel union quickly agreed to accept the board's recommendations. Management refused. More negotiations followed, in Washington and New York, without tangible result. The union set yet another strike deadline—one minute after midnight, April 8. Negotiations went on, with WSB Chairman Nathan Feinsinger stubbornly holding out hope for an agreement. Rumors flew that Harry Truman was considering federal seizure of all steel. Two hours before the strike was scheduled to start, with the industry's fires already being banked, Feinsinger admitted negotiations were at deadlock. Thirty minutes later Harry Truman in a bitter broadcast announced the seizure.

This action was hardly unprecedented (Harry Truman and Franklin Roosevelt had seized 70 businesses, including North American Aviation, Montgomery Ward, the coal and railroad industries since 1941). But what brought the Truman critics to a boiling point was the fact that the President had done this without asking a Taft-Hartley cool-off period or legislative by-your-leave. And some of them feared that the action provided a dangerous precedent for government seizure of practically everything.



**A BITTER ATTACK** on the steel industry as unyielding and greedy was delivered by President in

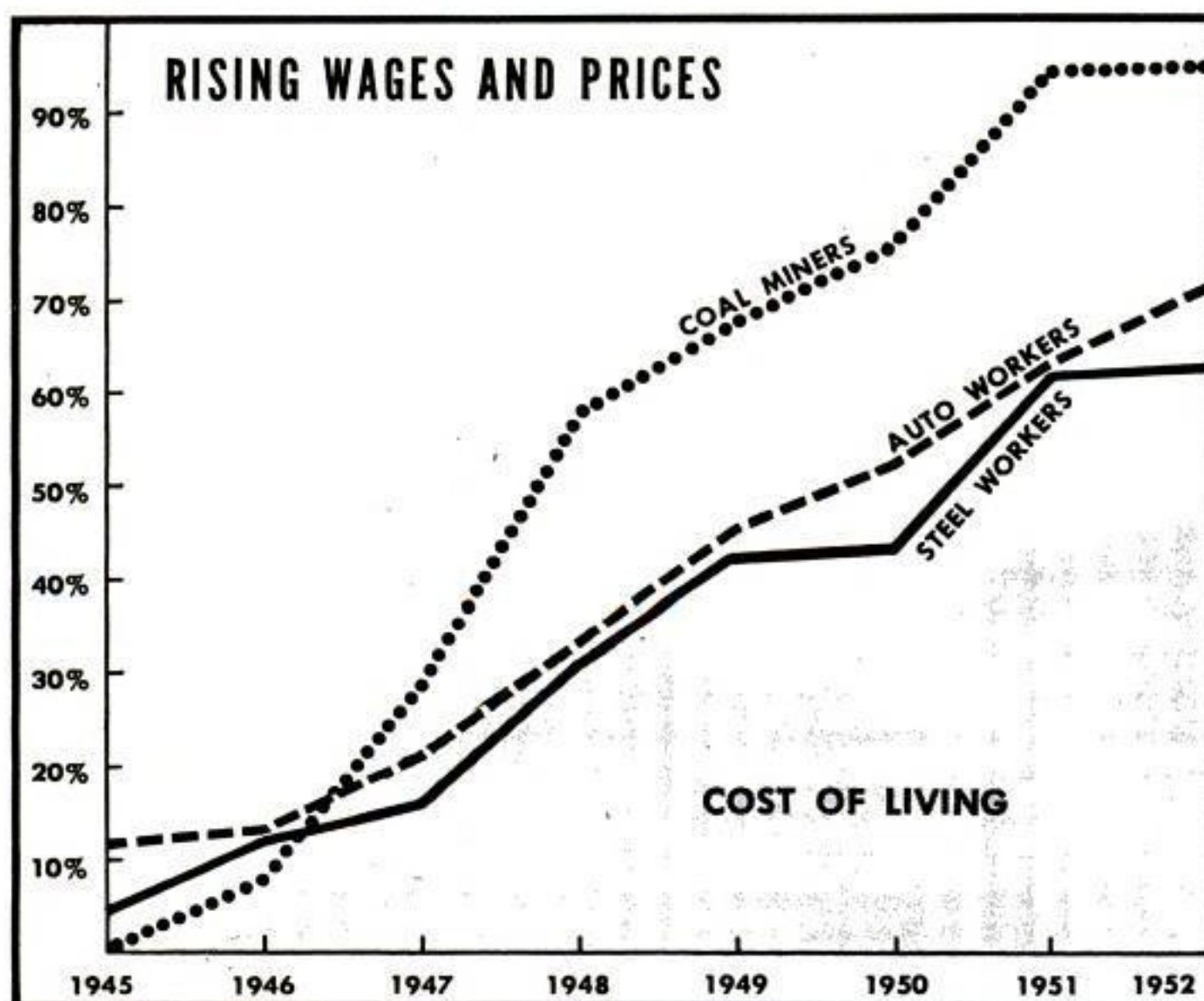
his announcement of seizure. Said he: "The steel industry wants . . . something nobody else can get."



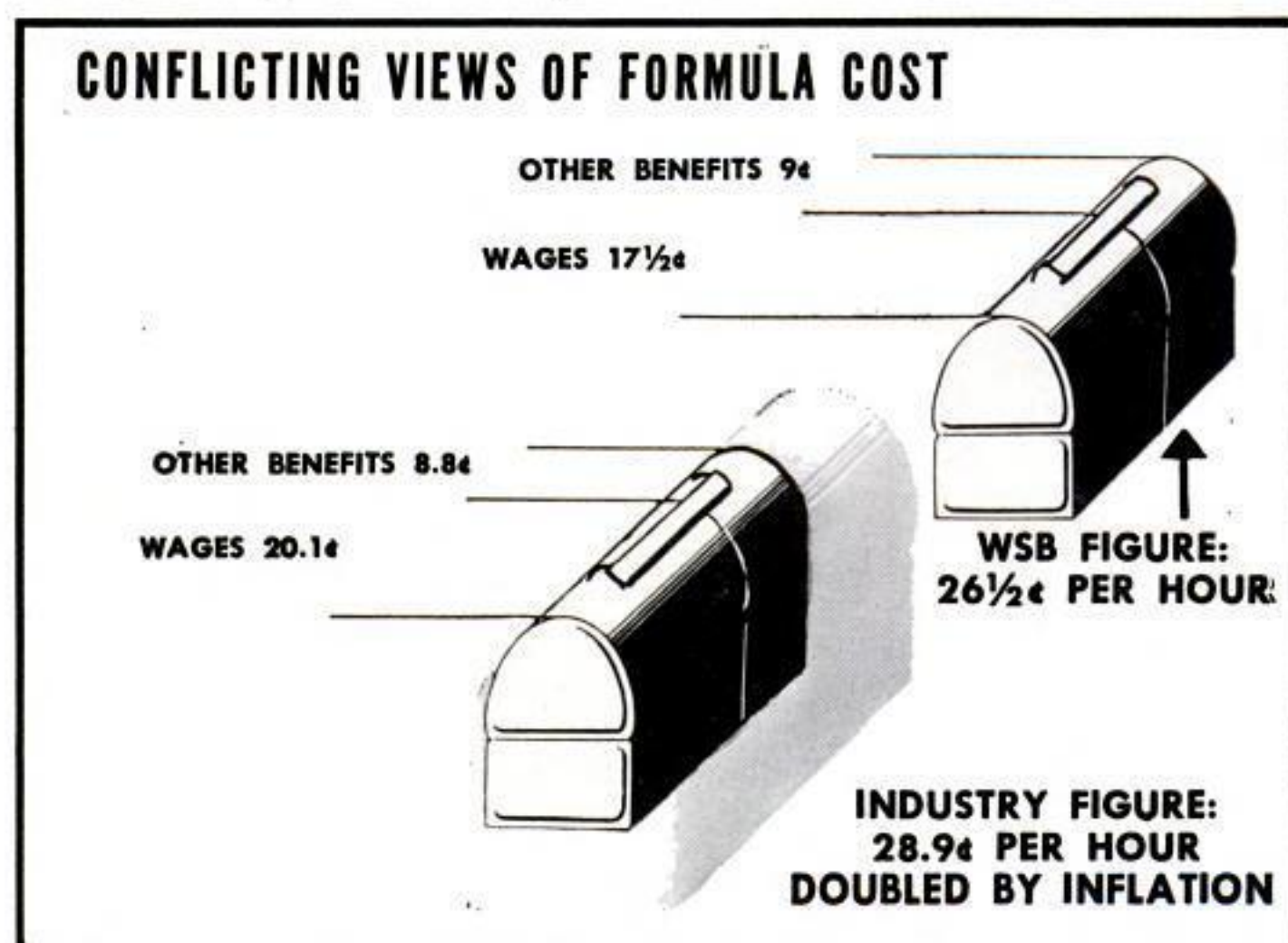
**A BITTER REPLY** to Truman's speech was delivered the next night in behalf of the steel industry by

Inland Steel President Clarence Randall: "This evil deed . . . discharges a political debt to the C.I.O."

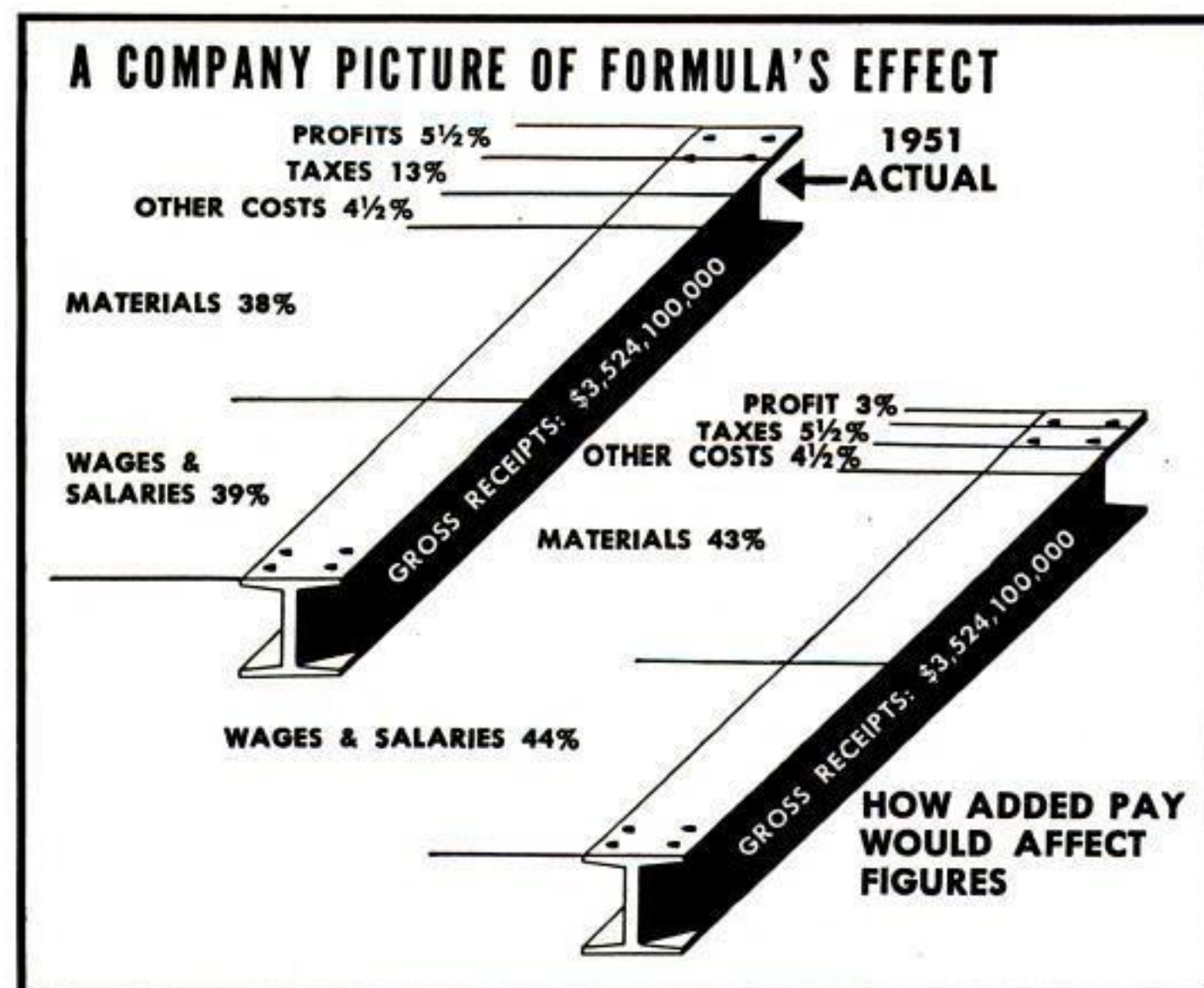




Since World War II, workers' earnings (before taxes) and prices have raced each other upward. Steel earnings, constant since December 1950, would bound up under the WSB plan to neighborhood of pay given coal workers, who then presumably would yearn for further gains. Chart indicates percentages of increase.



These lunch pails show opposed interpretations of cost of WSB formula. Smaller pail (top) represents WSB figures. Lower pail shows steel companies' estimates, which industry says will double. Phantom pail represents costs which industry says will be felt as raise spreads to allied industries with which steel does business.



What WSB formula would do to the earnings of U.S. Steel Corp. and its taxes is estimated on these I-beams. Top beam is actual experience of 1951. If the WSB price boosts were imposed on these figures without steel price increase it would have the effect shown on the lower beam, sharply reducing both taxes and profits.



**FROWNING** Philip Murray comes from deadlocked steel negotiations.



**TIGHT-LIPPED** Benjamin Fairless leaves the conference in Washington.

## THESE ARE KEY POINTS AT ISSUE IN THE CONTINUING NEGOTIATIONS

The books of the steel industry, industrial giant that it is, and the statistics of the government on such subjects as steel, the cost of living and general wage levels provided a fat library for those who set out to prove their opposite and partial cases. It was a subject and controversy so vast that capitalist, politician or taxpayer could choose a set of figures and then take to his soapbox.

Benjamin Fairless, president of U.S. Steel, claiming the steel companies had tried desperately to avoid a strike, three days before the seizure said that the industry had made a "substantial wage offer" and pointed out that steel earnings had dropped 15% last year below 1950 earnings. He did not, however, mention that since 1948 steel profits have been at or near all-time highs. Philip Murray, president of the C.I.O., savagely attacked steel management, protested the WSB recommendations actually were too low and denied that the pay increase would be inflationary.

President Truman sternly charged the steel companies' profits currently were \$19.50 a ton, but did not explain that he was talking about profits before taxes. Nor did he point out the hundreds of millions of excess profit tax dollars that the U.S. Treasury would lose if steel had to pour its excess profits into wage boosts. Inland's Randall corrected Truman's book-keeping to set the profit per ton of steel at around \$6 after taxes, but, in turn, failed to note the fact that the workers' \$1.88 an hour likewise was figured before their taxes. He also contended the WSB formula, if it went into effect, ultimately would increase the cost of steel by \$12 a ton.

There were innumerable ways to examine the various phases of the battle, several of which are shown in the charts at left. Always there was room for argument, as in the case of the union demands as shown in the dinner pail chart. The union seeks a 12 1/2¢ wage increase now plus two increases July 1 and Jan. 1, plus benefits which include extra holiday and Sunday pay, shift differential and vacation pay. The WSB estimated the package total at 26 1/2¢ an hour, but the industry figured it would cost 28.9¢. The WSB figured the holiday item would come to 3.3¢ but the industry thought it would cost 3.5. WSB set the vacation item at .6¢, but industry upped that estimate one mill per hour. They were two mills apart on Sunday pay but agreed that the increase in southern scale would come exactly to .3¢.

However, over and above these differences in fractional pennies, which might be resolved soon, was a bigger issue that could ultimately cause a lot of discord. That was the question of the union shop, which had been approved by the WSB as part of its recommendation. The steel industry was, as it had always been, bitterly opposed to any such concession. The union, encouraged as never before by the WSB endorsement, was equally determined. As the week ended, an early settlement was not yet in sight. Questions like the union shop might postpone it for a long time.





• LIGHTER MOMENTS IN PANCAKES •



"GOT TO STAY  
ON YOUR TOES TO HANDLE  
THESE PANCAKES!"

# The Lighter Touch

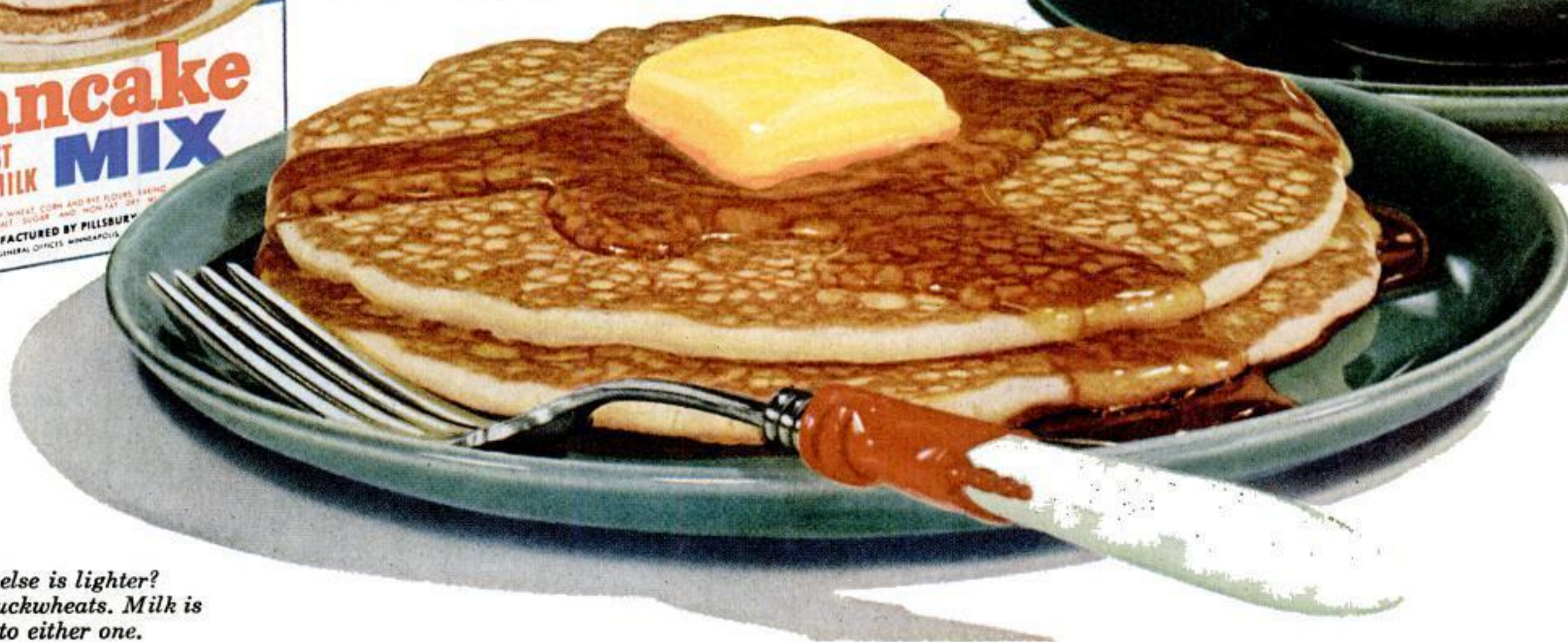
**in pancakes**

Have you heard? Pancakes are lighter.  
That's the way you wanted them. So Pillsbury brings  
you lighter pancakes. You don't have to put up  
with old-time pancakes any longer. Just butter up  
a stack of Pillsbury's and eat away. You'll like  
the lighter Pillsbury touch.



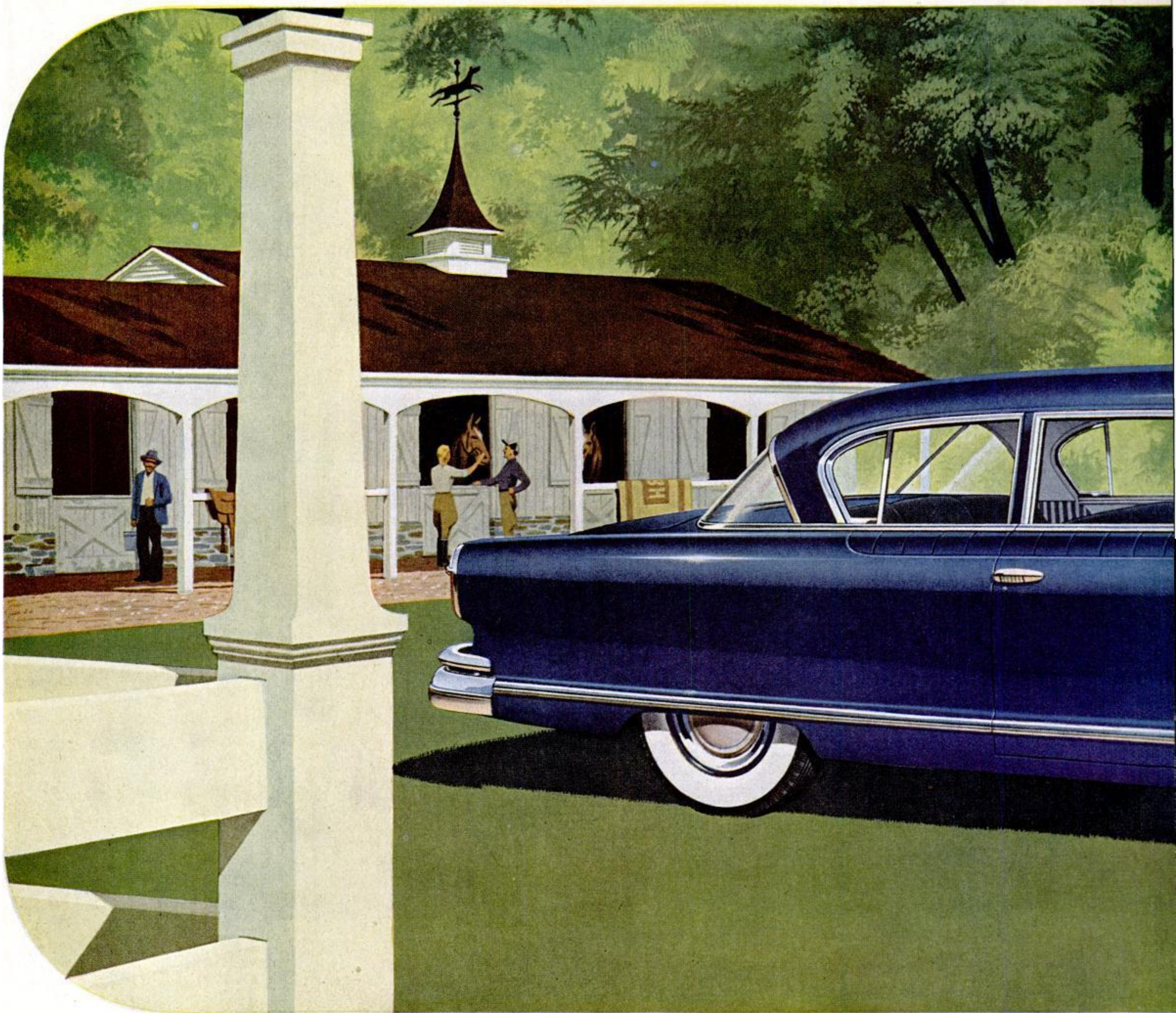
## Pillsbury

*for lighter pancakes*



**P.S.** What else is lighter?  
Pillsbury Buckwheats. Milk is  
all you add to either one.





*One of 17 new 1952 Nash Golden Airflytes, upholstered in Mediterranean Blue Needle Point and Striped Blue Homespun. Glare-free Solex glass optional. Your choice of three transmissions: standard, automatic overdrive and new Dual-Range Hydra-Matic. White sidewall tires at extra cost if available.*

# **To Men with Automobiles in their Blood**

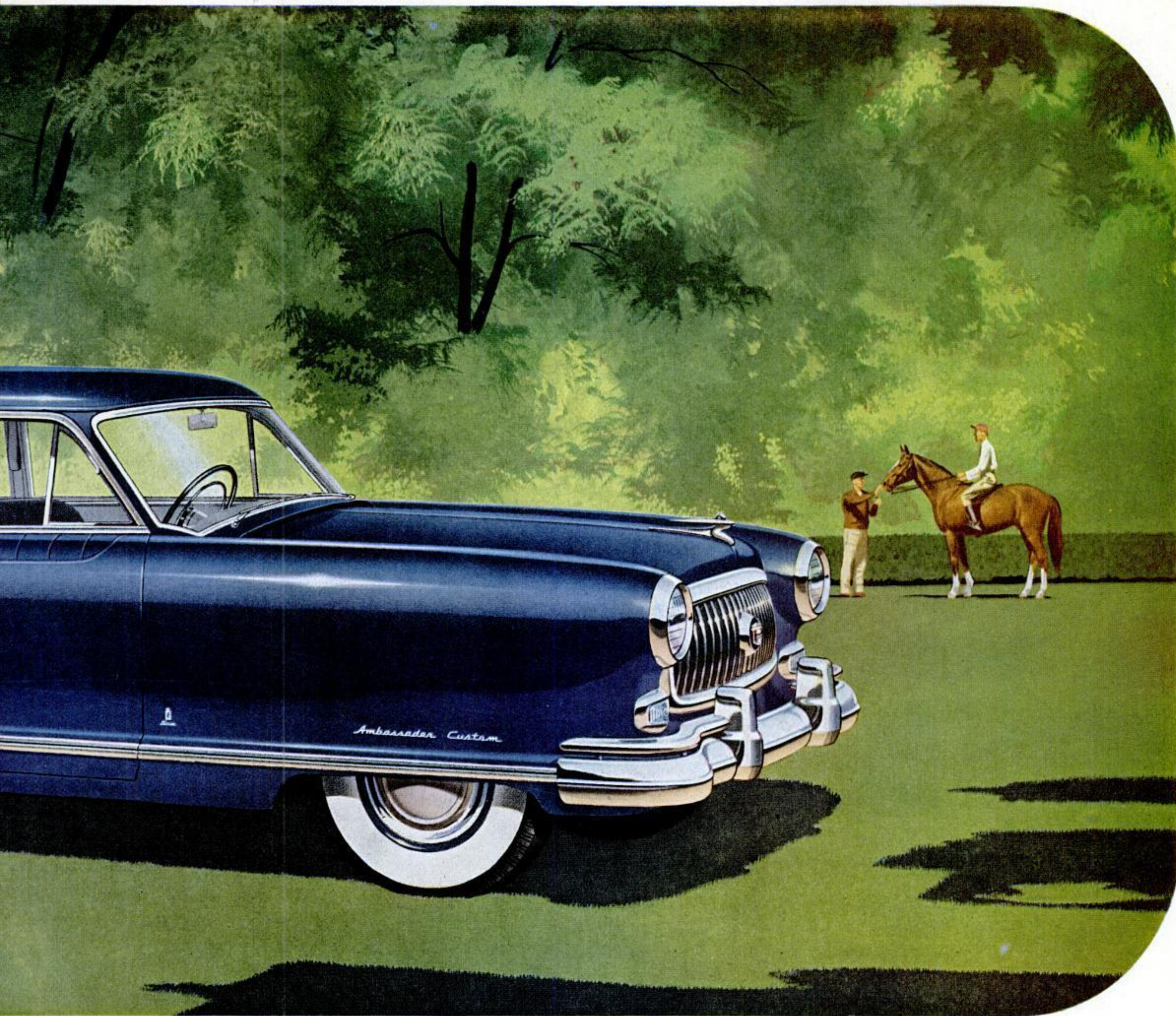
**S**OMEDAY SOON you're going to drive The 1952 Golden Airflyte—and then you'll find you're talking cars again—thrilling to new wonders you've missed in other automobiles.

You'll be talking about glamorous new styling—the *new* swift, clean continental “look” created by the one and only Pinin Farina, winner of more than 100 international awards for motorcar beauty—the foremost custom designer of our time!

You'll be talking *Super Jetfire*, the engine that set the pace for today's valve-in-head

**THE AMBASSADOR**





power plants, now *more powerful* than ever, now with Direct-Draft horizontal carburetion—more efficient, smoother, and with the same famous Nash economy.

You'll be talking about a new kind of luxury inside—new fabrics, new patterns, new colors—and the widest seats, the deepest windshield, and the greatest Eye-Level visibility ever combined in one automobile!

You'll be talking about miraculous new handling ease—about safety . . . new braking power...new safety-padding on the cowl...new

Road-Guidefenders...new Airflex suspension.

Yes, you'll be talking about a thousand and one new things in The Golden Airflytes—even the Weather Eye Conditioned Air System, the Airliner Reclining Seats and the Twin Bed arrangement have new features.

See your Nash dealer and see The Golden Airflyte that has the whole country talking Nash. *Then get the thrill of a ride!*

**TV Fun**—Watch Paul Whiteman's TV Teen Club.  
See your paper for time and station.

Nash Motors, Div. of Nash-Kelvinator Corporation, Detroit, Mich.



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**T H E   R A M B L E R**

*The Finest of Our Fifty Years*



# Paul Jones has been a leisure-time favorite for five generations



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And five generations of experience have produced a whiskey with the extra mildness, extra smoothness, extra-rich, mellow flavor you usually expect only from much higher-priced whiskeys.

But, there's no extra charge for experience. That's why we think you'll agree when you taste Paul Jones: *You just can't buy a better drink!*

## Paul Jones



Frankfort Distillers Corporation, N. Y. C. Blended whiskey. 86 proof. 72½% grain neutral spirits.

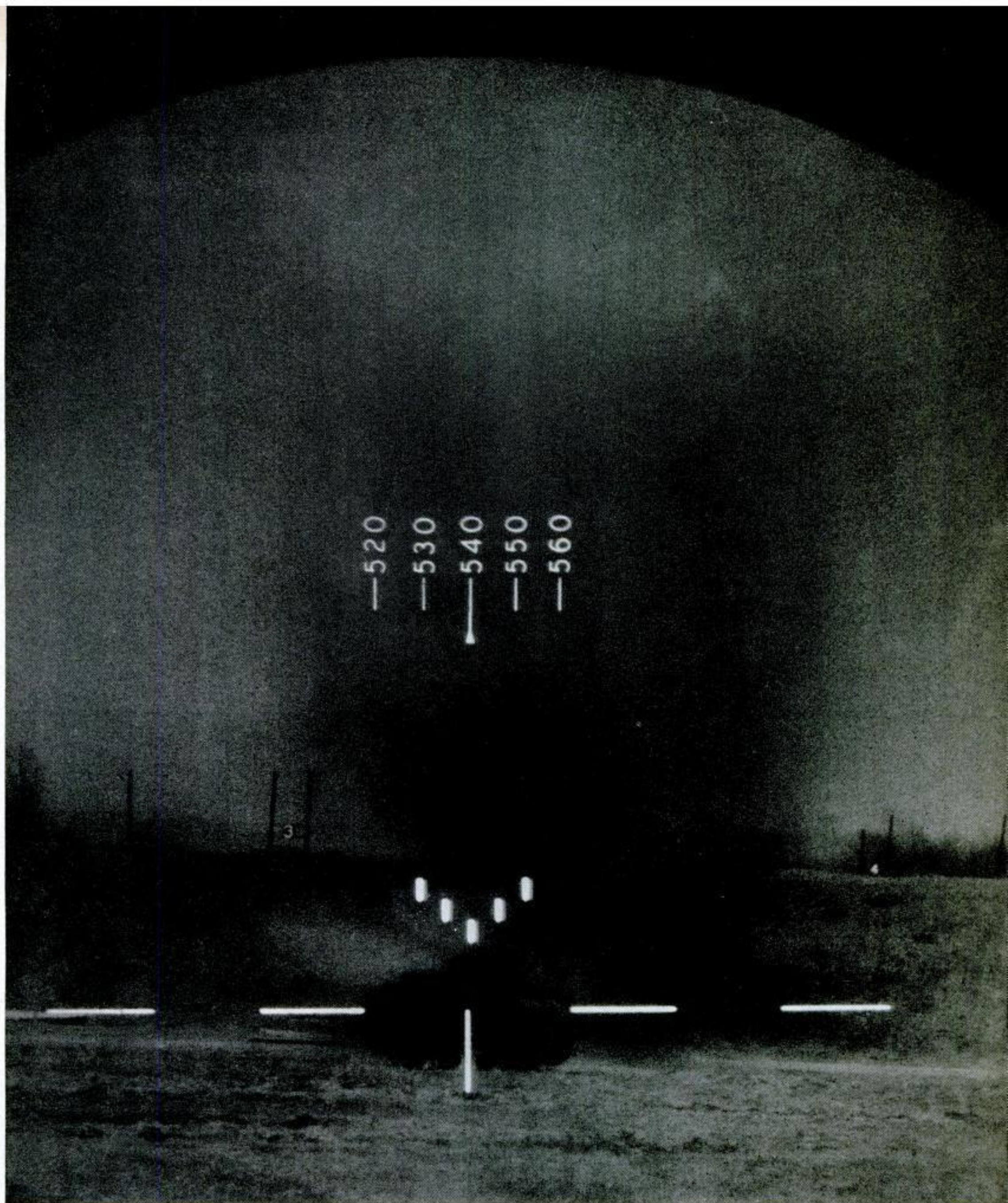


# U.S. SHOWS OFF A HYBRID TANK

It has an old chassis, new turret

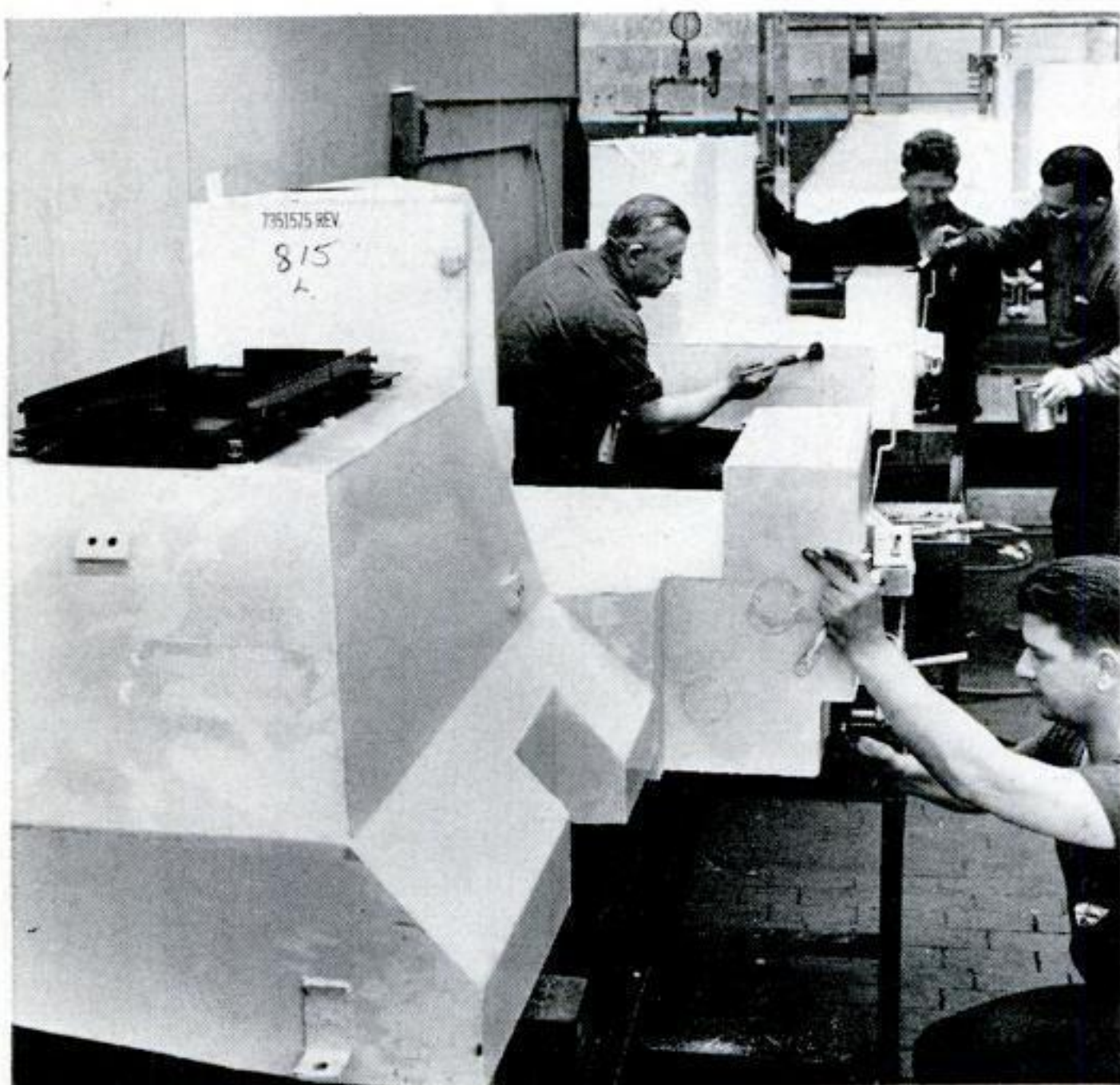
This week the U.S. Army finally unveiled—with some pride and much relief—its new medium tank, the 48-ton M-47 (*below*). Ordnance men were particularly pleased with its 90-mm gun, which has greater muzzle velocity and ability to penetrate armor than those on previous tanks. Instead of relying on a gunner's guesswork, the M-47 has an automatic range-finder (*right*), making a first-round hit a probability instead of a hundred-to-one shot. It also has a compensator which brings the gun back on target after each shot. In current tanks the gunner has to re-aim after each round. The saving of a few seconds by the compensator can make all the difference in a tank duel.

The Army's relief stems from the gamble taken in producing the M-47. When the Korean war broke out, the Army had to choose between its old Patton, rapidly becoming obsolescent, and its new but untested T-42 medium with the new range-finder and compensator. They compromised by taking the fine chassis and engine of the Patton, improving them somewhat, adding the T-42's turret and gun and then ordering this hybrid tank into production without testing. Starting last fall tanks began rolling off the assembly lines at the Detroit Tank Arsenal and American Locomotive's Schenectady plant. But they were not acceptable—bugs had developed in the new turret mechanism. While tanks with the defective turrets piled up, engineers went to work on the bugs. Now the gamble has paid off. The bugs are out and the hundreds of finished tanks, after going through modification centers, will be ready for combat.

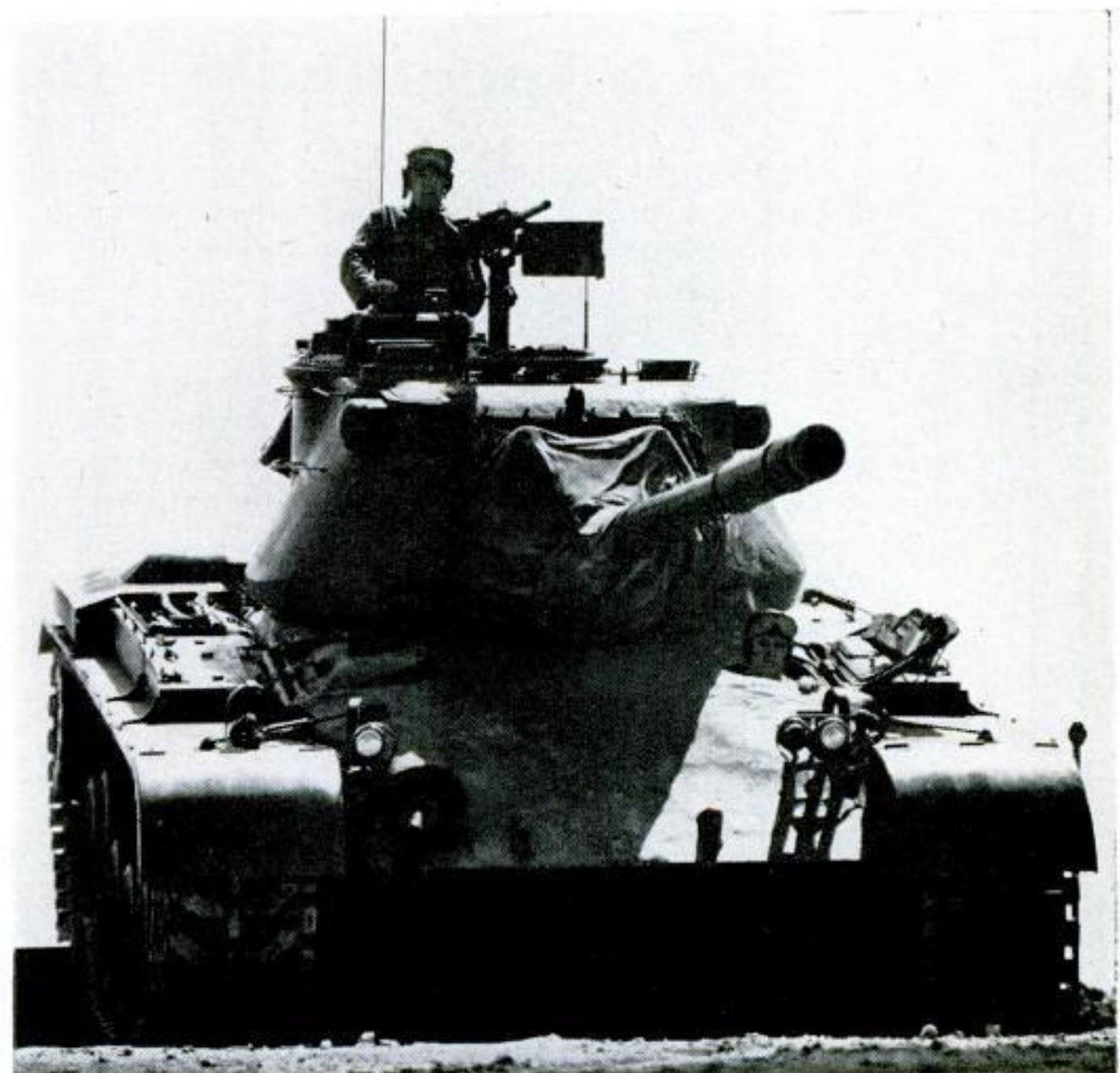


**THROUGH THE SIGHT**, the M-47's gunner aims the 90-mm gun by placing top of heavy vertical line

on the target. Range shown on scale is set automatically by moving small V-shaped lines directly over it.



**GASOLINE TANKS** are made in odd shapes to fit around the M-47's engines. Two tanks (*center and left*) then go into each chassis, hold more than 250 gallons.

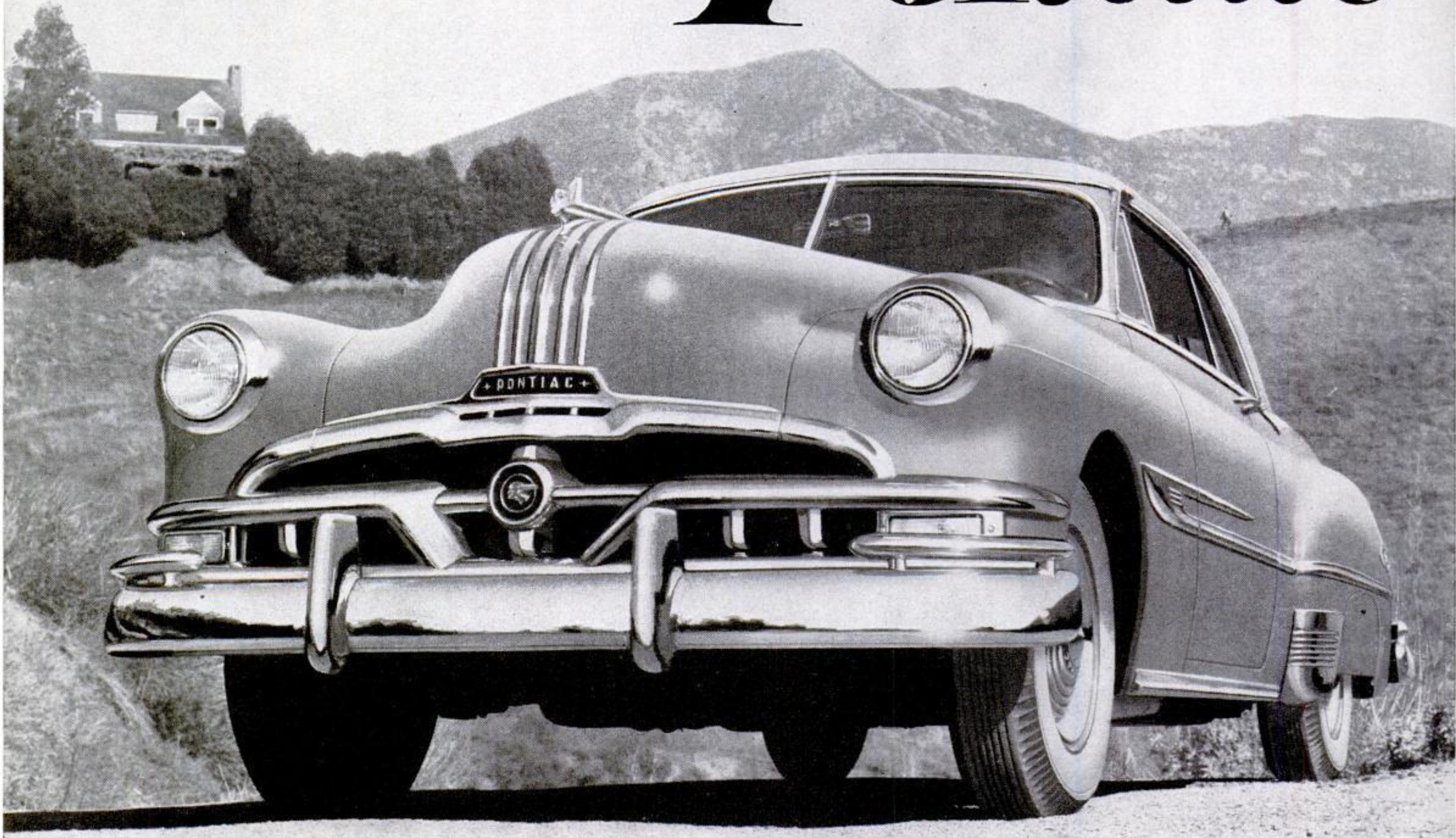


**TESTS OF TANKS** are made at Aberdeen Proving Ground, Md. Driver (*lower right*) has hatch open and tank commander rides next to .50-cal. machine gun.



# *Drive it Yourself—*

## *the Great New '52* **Pontiac**



### **It's a Spectacular Dual-Range Performer!**

The best place in the world to learn the great story of Pontiac's *Dual-Range* performance is right behind the wheel—with *you* in the driver's seat, your own foot on the accelerator!

Come in as soon as you can, *drive it yourself*—and be prepared for a kind of driving you've never known before.

Set the *Dual-Range* Hydra-Matic\* in Traffic

Range to start with—feel the wonderful surge of power, the eager nimbleness of this great Pontiac. Even in the heaviest traffic, you will find yourself relaxed and confident.

Then on the open road you are in Cruising Range, gliding over the miles. Pontiac's great power plant seems to coast along—and you're saving plenty on gasoline mileage.

While you're driving, just add up for a moment *all* the good things that make Pontiac great: Its beautiful Body by Fisher; its luxurious, comfortable interior; its sweeping vision; its big-car ride. You'll feel something else, too—the pride of being in a Pontiac.

Come in as soon as you can—and drive to your heart's content!



### **Dollar for Dollar You Can't Beat a Pontiac!**

- America's Lowest Priced Straight-Eight
- Lowest Priced Car with Hydra-Matic Drive
- Most Beautiful Thing on Wheels
- Built to Last 100,000 Miles

\*Optional at extra cost. Equipment, accessories and trim illustrated are subject to change without notice. White sidewall tires at extra cost when available.

**SEE YOUR NEAREST PONTIAC DEALER TODAY**



# LIFE ON THE NEWSFRONTS OF THE WORLD

Russia's offer tempts the Germans, a Boston baby gets free diapers and Ford coughs up \$9 million

Russia turned down the West's proposal that free elections be held throughout Germany under U.N. supervision, and instead suggested that the Big Four do the supervising. The U.S., Britain and France could see the catch in the deal—Russia will still be able to obstruct the voting or distort its result—but many Germans could not. In their great desire for unification the Germans were willing to swallow anything that looked even remotely edible, and Russia had taken care to make her proposal look like the very best *braunschweiger*. Now, instead of moving rapidly into NATO as the West wants, West Germany is inclined to wait and think things over, as Russia wants.

## 'We have the system'

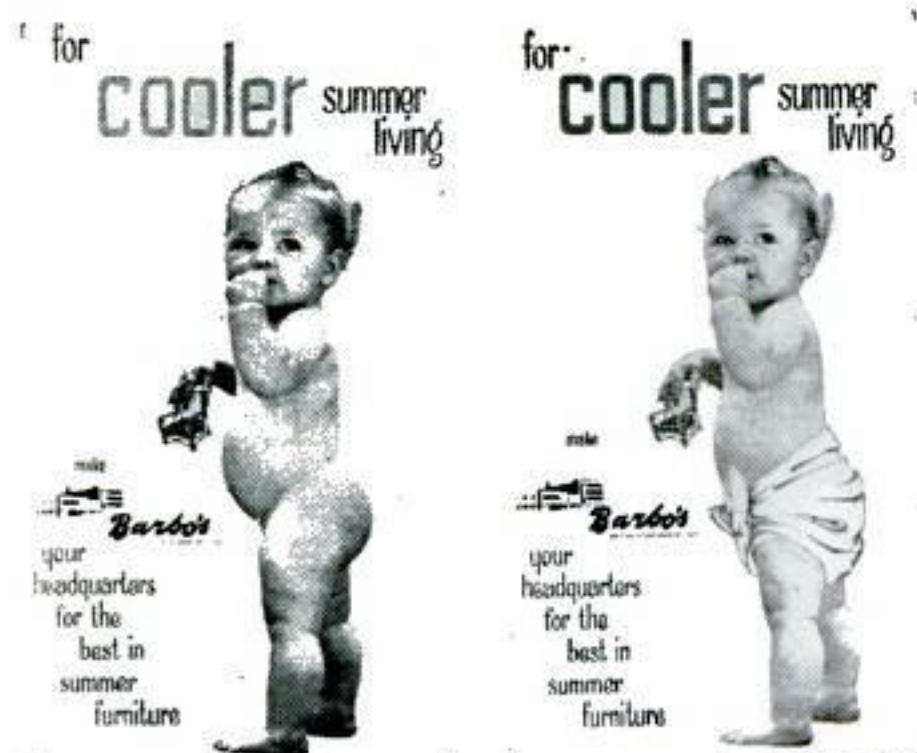
At the University of Florida the 13-member student honor court found that 109 students, including several football players, were guilty of cheating during exams. The court recommended six expulsions, 17 suspensions and 86 lesser penalties. When University President Dr. J. H. Miller refused to back up their decision (not one man was expelled) and talked instead of "rehabilitation," all 13 members of the honor court resigned. One of them bitterly quoted a joke which he said was standard among convicted athletes: "You have the honor, we have the system." Two days later, faced with an angry petition signed by almost half of the university's 11,000 students, Dr. Miller reconsidered, and reopened some of the cases. Thirty men now face some kind of discipline.

\* \* \*

As spring training exercises for NATO's top brass got under way, officers nicknamed it: "Operation Venus de Milo"—no arms but plenty of SHAPE.

## The 'Monitor' calls the diaper service

For years the *Christian Science Monitor*, the Queen Victoria of American newspapers, has protected proper Bostonians from news of death and crime, from comic strips and scandals. Beacon Hill turns to the *Monitor* in love and trust, and has never been let down. Last week, while other Boston newspapers published a furniture company's advertisement just as they received it from the ad agency (below, left), the *Monitor* took certain steps (below, right).



IMPROPER AND PROPER BOSTONIAN

For the fifth time since he broke into the majors in 1929, Louis ("Bobo") Newsom signed with the Washington Senators. The ancient pitcher, who has been on nine major league clubs, returned from the minors and last week for three innings in an exhibition game got out every young, upstart Dodger he faced. For those who asked if he is throwing as hard as he did 23 years ago Bobo had an answer: "I'm throwing just as hard but the ball is going slower."

## Bolivia has another revolution

In a three-day revolution in Bolivia, the military government of General Hugo Ballivian was overthrown and replaced by a clique headed by Hernan Siles Zuazo. (General Ballivian himself had been in office only 11 months, having seized power last May.) Latest reports, through censorship, said that at least 1,500 people had been killed or injured.

## The big snitch

For snitching on an alleged income tax evader, an informer in Cincinnati stood to collect as much as \$350,000. The informer told Treasury agents that Dr. Sydney Lange, a 72-year-old X-ray specialist, had made a huge killing in the market and had hidden \$9 million in profits in safety deposit boxes in various cities throughout the U.S. Dr. Lange put up \$3.5 million pending settlement of the tax claims against him, but a grand jury indicted him anyway. According to federal Treasury practice, the informer (whose name the government will not reveal) can eventually get a cut of up to 10% of everything collected from Dr. Lange.



DR. SYDNEY LANGE

\* \* \*

The 1951 annual report of Standard Oil of New Jersey (Esso) revealed that it had a gross income of \$3.86 billion. After taxes and all other expenses the net was \$528 million, larger than any other corporation in the U.S. or the world.

## Best films of the half-century

Last year at the Belgian film and fine arts festival 55 of the world's leading movie-makers were asked to list the best films of the half-century. Last week the results were released. First place went to Eisenstein's *Potemkin* (Russia). Others, in order, were: Chaplin's *Gold Rush* (U.S.), De Sica's *Bicycle Thief* (Italy), Chaplin's *City Lights* (U.S.), Renoir's *Grande Illusion* (France), Von Stroheim's *Greed* (U.S.), King Vidor's *Hallelujah* (U.S.), Lean's *Brief Encounter* (England), Pabst's *Three-Penny Opera* (Germany), Griffith's *Intolerance* (U.S.), Flaherty's *Man of Aran* (England).



CARACAS SURVIVORS SORT SHOES (BELOW)

## Stampede in Venezuela

In Caracas, Venezuela a gang of pickpockets, hoping to create a mild panic during which it would be easy to lift wallets, broke up a crowded Holy Week church service with shouts of "Fire! Fire!" When the churchgoers stampeded for the exits, 53 people, including 22 children, were trampled to death.

\* \* \*

Britain's conservative, old-school nudists were annoyed at "enthusiastic amateurs" who are holding an advertising campaign to promote the cause. Mr. J. H. Hargreaves, honorary secretary of the British Residential Nature Camps Association, said the unseemly publicity has disturbed "many of our older members, who now prefer to meet in their own gardens."

## 'I been to Cincinnati'

Joe Louis, a Republican who once made campaign speeches for Wendell Willkie, is now a firm supporter of Harold Stassen. Joe's primary political concern is civil rights, and he considers Stassen the most liberal of the G.O.P. candidates in that respect. "My people might just as well vote for Senator Russell of Georgia as for Taft," the ex-champ said last week. "I been to Cincinnati, Taft's home town, and it ain't no different than Atlanta."

\* \* \*

In Korea U.N. and Communist truce negotiators had so little to say to each other they cut their daily meetings, on Friday to 90 seconds, on Saturday to 60. The reason, U.N. officers guessed, was that Red delegates were waiting for new orders from Peking and Moscow.

## The storks vs. the eagles

In Hornachos, Spain a fantastic war broke out. A colony of storks, which has nested unmolested for six centuries in the ruins of a medieval castle, was suddenly attacked by invading eagles from neighboring mountains. The eagles dived on the nests, smashed the eggs and killed four chicks and three parent birds. After another such attack three days later 20 surviving storks held a council of war on the castle walls, apparently reached some agreement and flew off in different directions. Soon storks from all over





THE COMMANDER, M-1726 including tax, 1-year warranty... \$23995\*

REPLACEMENT OR REFUND OF MONEY  
Guaranteed by Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

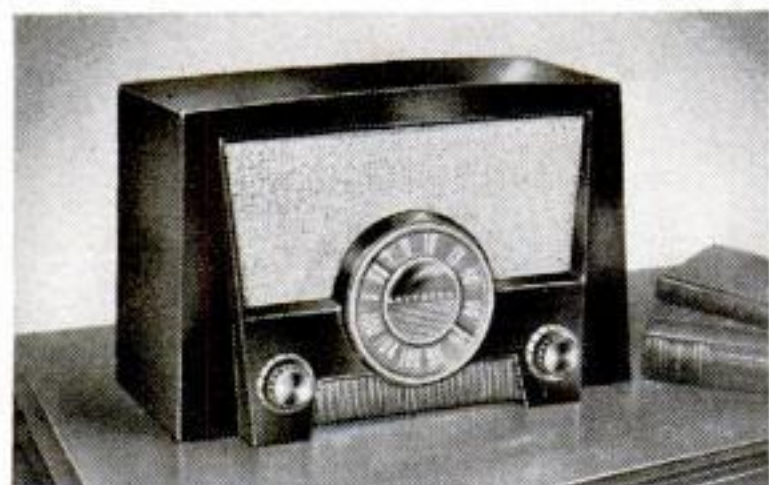
## Get all new TV stations planned for years ahead

Tune in wonderful, clear-focus pictures today, and be ready to receive any of the new Ultra High Frequency channels.

**ALL 83 NEW UHF CHANNELS**—guaranteed reception with Raytheon UHF tuner (optional).

**RAZOR-SHARP TV PICTURES**—all the tubes and power you need for wonderful, clear-focus pictures—no parts left out!

**EXTRA FRINGE AREA POWER**—whisper sensitive Raytheon tuner picks up even weakest TV signals, gives clear pictures in distant areas! Buy Raytheon TV with confidence—see your Raytheon Dealer today.



**NEW AM-FM RADIO, FR-81**—Smart plastic table radio with wide tonal range (120 to 8,500 cycles!) and rich natural tone of static-free FM. Designed and built for reliable performance. Carries Underwriters Laboratories' Seal for safety. AC. In mahogany or black.



**LOW-COST DEPTH SOUNDER**—Roderick Stephens, Jr., noted yachtsman and naval architect, with the Raytheon Fathometer® Cadet for his 45' sloop *Mustang*. Designed for yachtsmen and owners of small fishing vessels, shows true bottom, aids navigation, locates fish.

\*Subject to change. Higher West and South



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**RAYTHEON MANUFACTURING COMPANY**  
WALTHAM 54, MASS.

## NEWSFRONTS CONTINUED

Spain flapped into Hornachos and roosted 100 strong on the battlements. When 15 eagles returned for another raid the storks met them in aerial combat. Outmaneuvered and poorly armed, the storks made the most of their 6-to-1 odds and used kamikaze tactics. Several drove their long beaks through their enemies' bodies, held fast and crashed to intentional death. Only two bedraggled eagles survived. When the fight was over the visiting storks flew home, leaving many dead and wounded. At the end of last week the Hornachos colony appeared safe—not an eagle had been sighted in several days.

\* \* \*

France's sick government looked a little healthier. Premier Antoine Pinay got 10 votes of confidence from the National Assembly, proudly pointed out that in a month the franc has risen in value from 490 to 398 to the dollar.

### A dead man gets elected

Charles Gross was a Chicago politician who wanted to be committeeman in the 31st Ward. He was putting on a good campaign and when thugs warned him to "retire" he ignored them. So, on Feb. 6, he was murdered. It was one of the rawest political crimes in years and Chicago really got sore (LIFE, March 3).

Despite his death, his name remained on the ballot and his widow campaigned for him. On April 8 he was elected. The news brought tears to Mrs. Gross's eyes and created a big problem for the Cook County Republican Committee, which now must name someone to replace him.



MRS. GROSS WEEPS

*The real King Solomon's mines—not those fictionalized by H. Rider Haggard or rediscovered in Technicolor—again will produce copper. The Israel Mining Co. announced last week that there was enough metal in the fabulous mountains—20 miles above Elath just north on the Red Sea—to justify commercial exploitation. Modern miners will soon be working beside piles of black slag left by their predecessors almost 3,000 years ago.*

### The Church vs. the couch

The Catholic Church fired two barrels simultaneously at the analysts. In New York, in his highly popular television show (LIFE, March 24) that competes successfully with Uncle Miltie Berle, Bishop Fulton J. Sheen tackled Freud, Jung and Adler. In passing he gave them credit for an earnest try but said their interpretations of the motives of man are wholly inadequate. In Rome the official bulletin of the Catholic clergy expressed horror at the Freudian theory that the instinct of "religious sentiment, the instinct of charity, the instinct of Christian mortification, the instinct for every one of the most noble sentiments is nothing but a base instinct (sexual sublimation)." The bulletin said that Catholics who resort to psychoanalysis, realizing its errors, almost certainly expose themselves to mortal sin.

\* \* \*

Captain Kurt Carlsen went back to sea. He sailed from Mobile, Ala. on another freighter named *Flying Enterprise II*.

### Ferguson gets a \$9 million pay-off

The long-pending, \$342 million patent infringement suit brought by British industrialist Harry Ferguson against the Ford Motor Company was finally settled out of court. For having manufactured tractors incorporating some of Ferguson's ideas, Ford (through Dearborn Motors Corp., marketing agents for the tractors) paid him \$9,250,000.

Guaranty Trust Company of New York		1-23
NEW YORK, N. Y.		210
No. CLP346577	DATE 4/9/52	\$ 9,250,000.00
PAY TO THE ORDER OF	HARRY FERGUSON, INC AND CAHILL, GORDON, ZACHRY AND REINDEL.	
AT THE REQUEST OF	DEARBORN MOTORS CORPORATION	
BY ORDER OF	MANUFACTURERS NATIONAL BANK OF DETROIT	
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INSTRUCTIONS	TEL TODAY MP. 9110	

A LITTLE SOMETHING TO SOOTHE MR. FERGUSON'S FEELINGS



## FREE this new Lip Beauty Clock

You've heard, of course, about the new beauty trend: "around-the-clock" lip make-up. Smart women the nation over say... "it's just what we needed." And here's an ingenious little "clock" that becomes your Beauty Time Table. It shows at a glance how to have well-groomed lips the day long and the night through. Nor do you have to buy anything to get this Lip



Beauty Clock. The coupon below brings it free. It is sent to you with the compliments of Lip Life... the new basic lip make-up now featured at cosmetic counters everywhere.

P. S. — If you wish, you can add 25c (to cover packing and mailing) and get, in addition, 2 generous samples of Lip Life in basic Red and Blue Tones to match any complexion. But, whether or not you send money, send the coupon!

**MAIL THIS COUPON FOR YOUR GUIDE TO "AROUND-THE-CLOCK" LIP MAKE-UP**

LIP LIFE: 1209 W. 6th Street, Los Angeles 17, California  
Yes, I am interested in the new beauty trend. Your Lip Beauty Clock sounds novel and practical. Send one free!

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TO EASE

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FEEL BETTER FAST!





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we simply say:

If you want a **TREAT**  
instead of a **TREATMENT**  
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**Old Gold**

Let others throw you a line of medical claims. But just read this: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold.

Who says so? This conclusion was established on evidence by the United States Government.

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Now's the time for **JELL-O**\*

**Oops!** Putting on a little weight, eh? If you're counting calories—now's the time for a grand-tasting Jell-O gelatin dessert! It's one of the lowest-calorie popular desserts. And it's so easy and economical, too!



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**FAMOUS CASE** of Marie LaFarge was recalled during trial of Marie Besnard. Accused of poisoning husband with arsenic, she was convicted in 1840, pardoned after 12 years.

**STERN FACE** of Marie Besnard was framed by a black veil as the 55-year-old widow went on trial for murder. "Do I really look like a monster?" she asked trial reporters later.



## ARSENIC AND OLD DARLINGS

**They are Exhibits A and B in murder trial of France's Marie Besnard, accused of poisoning eleven**

Before she was sent to jail nearly three years ago, matronly Marie Besnard went faithfully every Sunday to the little cemetery in Loudun, to pray for the souls of her *pauvres mignons*, "poor darlings"—her first and second husbands, her father and mother, father-in-law and mother-in-law, two cousins, a sister-in-law, a great aunt, two neighbors. In life—most of them lived to old age—they had been dear to Marie. In death they left her property: she now owned nine houses, three hotels, 120 acres and several thriving stud farms, and had \$30,000 in the

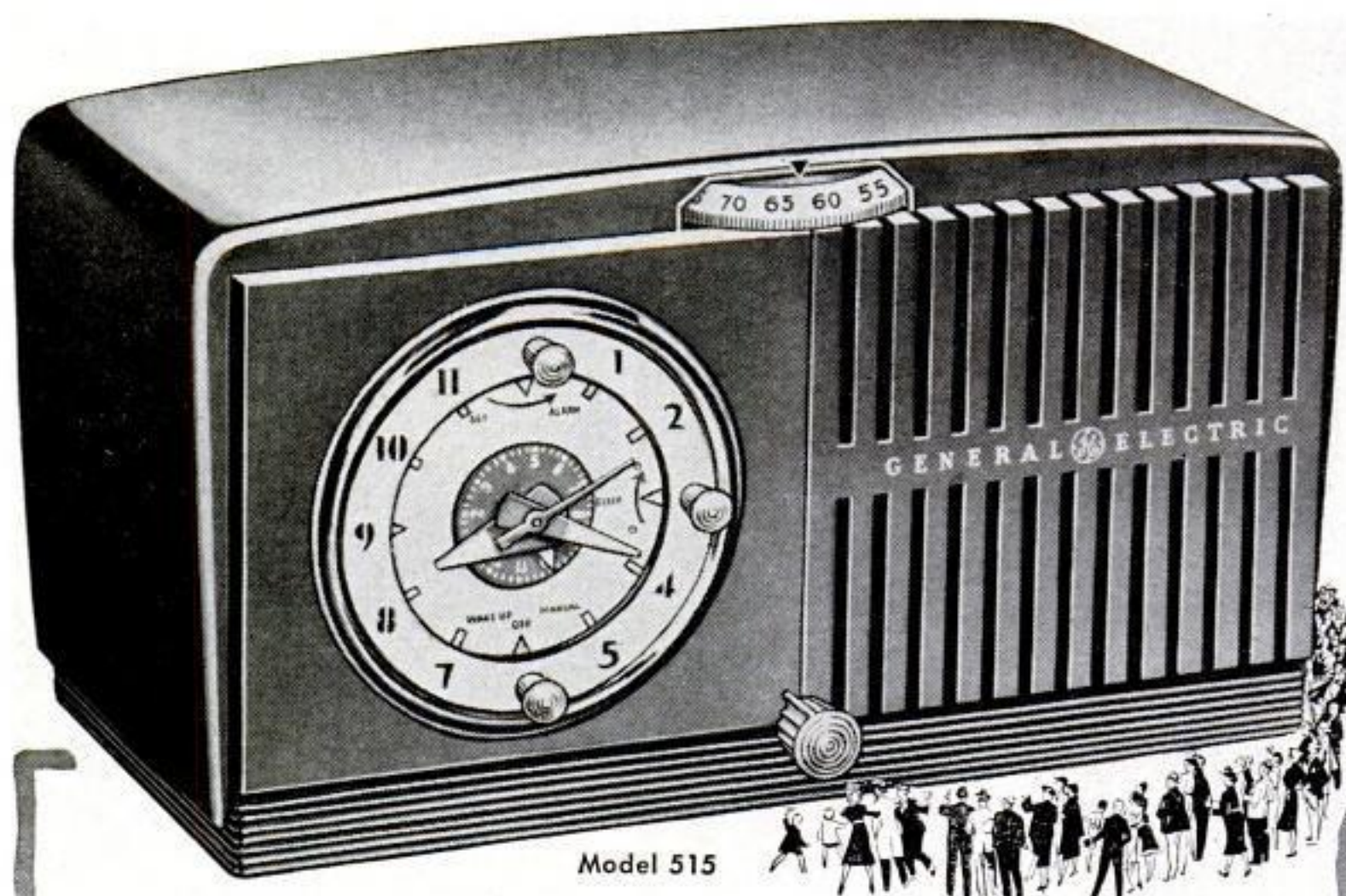
bank. She gave freely to church and charity. The townspeople called her the only woman in town who could go to Communion without first going to Confession.

Then the talk changed: Marie, said the gossips, had taken up with a handsome German ex-war prisoner, just 23, who worked for her, even before her husband Léon died in 1947. In May 1949, while Marie sobbed on the arm of a nun, Léon was dug up. The viscera showed arsenic. More bodies were exhumed, more arsenic found. Marie Besnard's trial became the sensation of France.



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Turns itself off  
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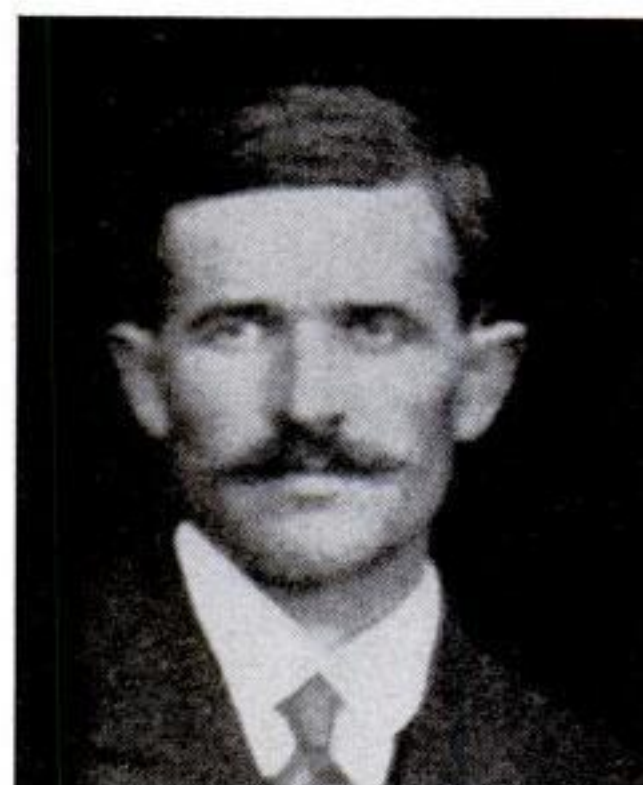


*You can put your confidence in—*

**GENERAL  ELECTRIC**

Arsenic CONTINUED

## EIGHT OF HER POOR DARLINGS



**FIRST HUSBAND** Auguste Antigony died in 1927. His body, exhumed in 1949, contained 60 mg. of arsenic.



**NEIGHBOR** Toussaint Rivet, a baker (found with 18 mg. of arsenic in his body), died in 1939 of "consumption."



**MARIE'S FATHER**, Pierre-Eugène Davaillaud (36 mg.), died in 1940 at a ripe 78, of "congestion of the brain."



**SISTER-IN-LAW** Lucie Bodin (30 mg.) was found hanged in her attic in 1941. Police then called it "suicide."



**HUSBAND'S COUSIN** Pauline Lalleron (48 mg.) died in 1945 at age 88, leaving property to her sister (right).



**COUSIN PAULINE'S SISTER** Virginie (24 mg.) was the next to die, just eight days later. She was 83 years old.



**SECOND HUSBAND** Léon Besnard (19 mg.) died in 1947 after whispering to neighbor, "I have been poisoned."



**MARIE'S MOTHER** (48 mg.) died at age of 78 in 1949. Marie denied she beat her mother: "She was a saint."

[CONTINUED ON PAGE 54](#)



want style?  
want foot comfort?  
then you want...

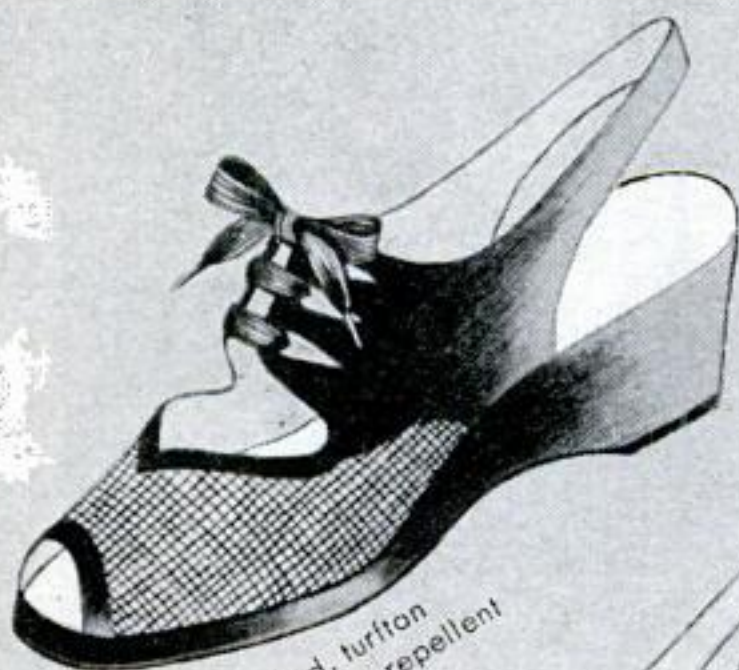
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You'll notice the difference at once! The moment you slip into a pair of Revelations, the moment you take your first easy steps, you'll experience a new kind of foot ease, a welcome walking comfort! You'll be amazed at the cushiony softness of Revelations. You'll thrill to the foot-coddling way their foam rubber innersoles absorb the pounding of walking. Get easy-on-the-eyes, easy-on-the-feet Revelations at your favorite store. Once you've worn a pair, you, too, will say, "It's a Revelation!"

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SYBIL: Black, blue, red, turtan and white elk with water repellent genuine nylon mesh. \$7.95



BLISS: Black, admiral blue, golden wheat, multicolor combinations, red and white elk. \$7.95

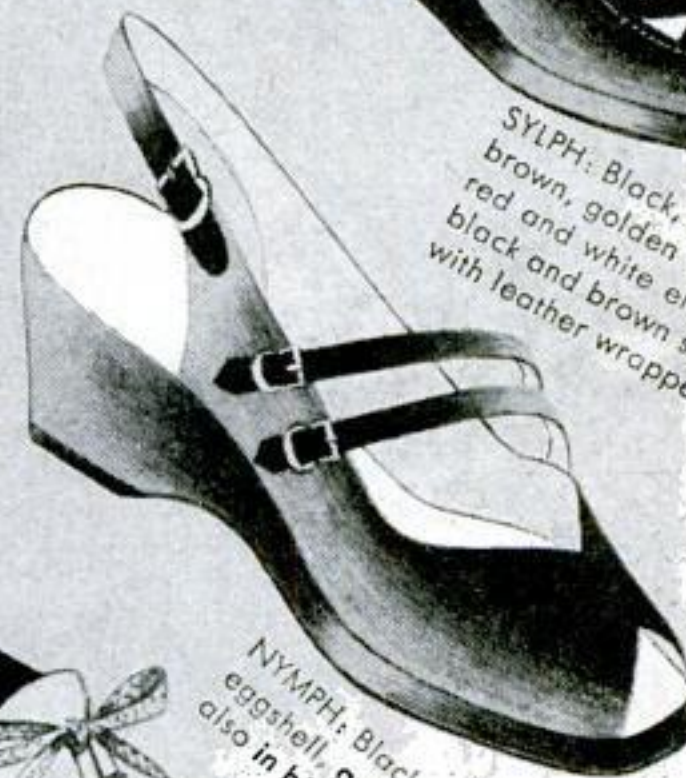


LILY: Black, admiral blue, burnished gold, green, multicolor combinations, red and white elk. \$7.95

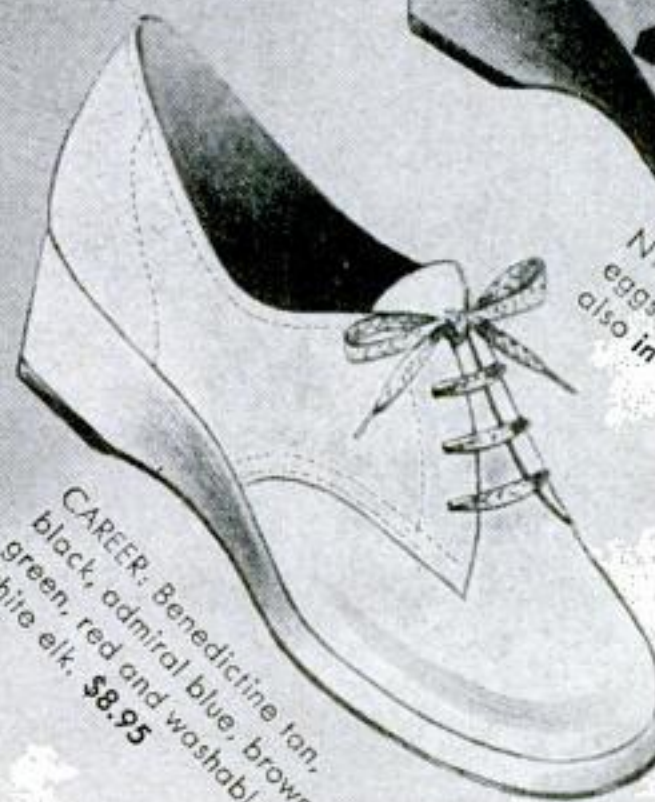
GARY: Black, blue, eggshell, jade, multicolor combinations, red and white glazed kid. \$7.95



SYLPH: Black, admiral blue, brown, golden wheat, green, red and white elk; also in black and brown suede with leather wrapper. \$7.95



NYMPH: Black, admiral blue, brown, eggshell, green, red and white elk; also in black suede. \$7.95



CAREER: Benedictine tan, black, admiral blue, brown, green, red and washable white elk. \$8.95

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**NATIONAL REVELATIONS SHOE WEEK** Visit your favorite store.

Find out for yourself how foot-happy Revelations make you feel!

Or mail the coupon and a nearby store will send you the shoes of your choice.

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Use new *WHITE RAIN* shampoo tonight—tomorrow your hair will be sunshine bright!



It's like washing your hair in softest rain water! This new gentle lotion shampoo pampers your hair... leaves it soft as a cloud, bright as sunshine, and so easy to care for!

CAN'T DRY YOUR HAIR LIKE HARSH LIQUIDS

CAN'T DULL YOUR HAIR LIKE "SOAPY" CREAMS



Fabulous New Lotion Shampoo by Toni

## Arsenic CONTINUED



**ACCUSER** of Marie, Louise Pintou, heard Léon's deathbed accusation.



**OTHER MAN** was "Ady" Dietz, whom gossips called Marie's lover.

## GOSSIP, GLASS JARS, THE TRIAL

"You must demand an autopsy," wheezed the dying Léon Besnard to his friend and neighbor, Madame Pintou (*above*). But for almost two years her demands were rejected as merely part of the gossip about Madame Besnard and the young German (*above, right*). When at last the police dug up Léon's remains and found arsenic, other townspeople talked—an unhappily married midwife, for example, who remembered that Marie once suggested arsenic as a quick substitute for divorce.



Then a judge sent diggers to the grave of Marie's first husband, dead 22 years; there was arsenic in him too, but because of the statute of limitations no official accusation was made. More digging brought more evidence of arsenic poisoning. At last the viscera of 11 of Marie Besnard's *pauvres mignons*—all dead in an 11-year period—had been examined and bottled (*above*). The records of their arsenic content were sent to Poitiers, where Marie went on trial in February.

After 31 months in prison, during which the police questioned her endlessly and psychiatrists analyzed her, Marie Besnard still denied every accusation. "If I had killed my husband," she sobbed, "I would have killed all my happiness." When the trial judge remarked, "There are reports that Dietz has been your lover—you have been seen kissing each other," Marie replied calmly, "We were always very good to the servants." Her defense attorneys argued (*below*) that in a rural region like Loudun, beetle-killing products containing arsenic may soak a whole cemetery, as well as the surrounding fields, with the poison.



CONTINUED ON PAGE 56



# \$10<sup>95</sup> Sacony Waistbänder

1952 EDITION OF A BEST-SELLER

Probably the single largest-selling dress in America is an easily accessorized "basic" called the *Waistbänder* (because of an elasticized band that eliminates waistline alterations). Made by Sacony in *Ciella*, a specially developed acetate jersey that never sags, doesn't retain wrinkles or go limp in warm weather, the *Waistbänder* costs a democratically low \$10.95. And it washes quickly, usually dries overnight. To prove the versatility of this famous dress, Sacony photographs seven women, each of whom is wearing a size 12 *Waistbänder*, points out that they all have different figures and lead totally different lives. Anyone who writes Sacony (College Point, Long Island, N.Y.) asking where to buy Sacony-Ciella *Waistbänder*s will also receive a free folio of fashions.



MODEL ALICE BRUNO dresses to please Manhattan's highly critical commercial photographers. She uses her Sacony-Ciella *Waistbänder* as a job-hunting uniform, switches accessories frequently throughout the day.



SECRETARY IRENE IVANS wears a Sacony-Ciella *Waistbänder* from desk to date. Her secret: a set of completely fresh accessories to put on at 5.



BALLERINA UNA KAI washes her *Waistbänder* all over America. "If I hang it up right," she says, "it doesn't need ironing."



BRAND-NEW MOTHER LEILA BROWN likes having her 23-inch waistline back again, likes the way her Sacony-Ciella *Waistbänder* shows it off.



EILEEN FORD says the phones ring incessantly at her model agency. She admits her arm tires, not her Sacony *Waistbänder*!



SCHOOLTEACHER JOAN NEVINS says "You know what schoolteachers' salaries are. At \$10.95, my Sacony *Waistbänder* is really a wonderful buy!"



EXECUTIVE ELEANOR DEAN travels with a rolled-up Sacony *Waistbänder*. Unrolled, it's ready to put on—no pressing!

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only the revolutionary, new  
**Van Heusen** *CENTURY* Shirt  
 has the patented soft collar that

**won't  
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 ever!**



Wrinkle-proof, no matter how often it's worn . . . or how it's packed or ironed. Fine broadcloth in fade-proof colors or white. Ocean pearl buttons. Regular or spread collars. A new Van Heusen Century free if yours ever shrinks out of size! Ties shown: new Van Heusen Century Polka Dot, \$1.50



**Perspiration won't wilt it!**  
 Collar won't wrinkle even if you wear it around the clock. You *always* look fresh in Van Heusen Century.



**Laundering won't hurt it!**  
 You couldn't iron in a wrinkle even if you *tried*! Easier to launder and iron, has woven-in "fold line."



**Patented, one-piece collar!**  
 Has no lining. Feels handkerchief-soft around your neck. Always looks fresh without starch or stays.

**Van Heusen**  
REG. U. S. P. M.  
*CENTURY* shirts

white \$3.95, \$4.95; colors \$3.95

*A new shirt free if your Van Heusen shrinks out of size!*

Phillips-Jones Corp., New York 1, N. Y.

Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Collars

## Arsenic CONTINUED



Marie Besnard's three lawyers from Paris were shrewd men. Fiercely, for two hours, they questioned the prosecution's chief medico-legal expert, and drew from him a shattering admission: although only 10 glass jars of viscera had been shipped to the Marseille laboratory where they were tested, 11 somehow arrived there. "With this admission," cried Defense Lawyer Albert Gautraz, "the entire accusation collapses!" Then sad-eyed M. Gautraz (*above, left*) produced six test tubes and handed them to the witness, Dr. Léon Bérout, who said he could detect arsenic simply by looking at it with his naked eye. "Which of these contain arsenic?" asked Gautraz. Fingering them (*above, center*), Dr. Bérout handed back two, said, "These," and waited (*right*). Triumphant Gautraz shouted, "None of them contains arsenic."



Another of the Paris lawyers jumped up to rub it in: "You have been judged," he cried. "In Paris, the Academy of Medicine would rule you out." For this Dr. Bérout, who comes from Marseille, had a sarcastic reply: "It is enough that one comes from Paris to be always right." The attorney general banged the table with his fists and snorted at the Parisians: "This is a gross lack of courtesy. Remember, you are in the provinces." Still nursing his hurt feelings, Dr. Bérout added: "You, *les Parisiens*, you take all the provincial people for imbeciles." The audience booed, whistled and split into two hostile camps—pro-Paris and pro-provinces. Before the next session, the humiliated expert from Marseille took a bad spill, injuring his back severely enough to keep him in bed (*above*) and his wife (*left*) and his assistant's wife (*right*) in gay good humor.

All this only compounded the confusion in the case of Marie Besnard, and the baffled president of the court, Edgar Favart (*below, right*), adjourned the trial until May. Marie Besnard went back to jail to wait while the experts sorted out the arsenic and old viscera.





# These **two** different upholstery materials look lovely when new

*This Lawson sofa is covered with beautiful but expensive upholstery fabric.*

*This Lawson sofa is covered with beautiful, inexpensive Firestone Velon in Carnation pattern.*



## But only **one** can be washed without harming its beauty

*Professional dry cleaning treatment is recommended to clean and restore the expensive fabric after it has been soiled in household wear.*

*Occasional washing with plain soap and water keeps Velon plastic beautiful, in spite of the same soiling in household wear.*



*A conventional fabric fringe or moss edging is optional on the sofa.*

*no wonder, women choose furniture covered in practical*

# Firestone Velon®

Which is lovelier—which to buy? Both sofas at the top look beautiful in the photograph—even more beautiful in the store.

But if you could take both home and see what happens when sun pours in—gritty dust, too—when heads lean back—and grubby little hands spill foods and liquids!

The sofa on your right, upholstered in

inexpensive Firestone Velon plastic, wipes clean with plain soap and water, before you can say "Oh dear me." The fabric-covered sofa on your left keeps on getting soiled until it needs professional dry cleaning.

Even in light, bright colors, Velon is stain- scuff- and scratch-resistant—so practical for hearty family life. See stunning

new Velon texture patterns—in exquisite floral and geometric designs—that have the look and feel of fine fabrics.

Resolve to be the kind of modern wife who can really say "make yourself at home." Choose from two types of sofas upholstered in Velon—regular "sitting" sofas... and those which open up to full size beds.

Enjoy the Voice of Firestone Monday Evenings on NBC Radio and Television

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## The name *Velon* upon anything...tells you everything you should know about Plastic Fabrics!

**Here's what the Velon tag means to you:**

- Won't chip or peel**—through years of wear and weather.
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- Smarter colors and textures**—feels and looks like fine fabric.
- Takes scuffing and scratching**—needs no polish, conditioner or slipcover.







**BUDGET LAYETTE** including everything recommended by pediatricians is sensible, easy to launder, attractive. (See diagram on following pages for prices, complete listing.) Major items include screen (left), Boodle Buggy (background), folded playpen (front of buggy), folded Kiddie-Koop bed and mattress (right). Clothing on screen,

lines, bed and in pile consists of 2 dresses, 2 slips, bunting and cap, 6 nightgowns, 4 wrappers, 4 shirts, booties, turquoise soaker, blue cardigan and white sweater to make, pink sweater, bootee-and-cap set, red polka-dot pants, blue waterproof pants, plastic-backed bib, 3 dozen white diapers, one dozen pastel diapers. Other paraphernalia:





BABY'S BATH IN A PAINTED TUB CAN BE JUST AS SATISFACTORY AS IN COSTLIER MODEL

# Budget Baby

ALL THE THINGS HE CAN POSSIBLY NEED  
MAY BE PURCHASED FOR LESS THAN \$275

To begin with, a new baby needs four dozen diapers (the diaper industry sold a record 150 million diapers last year when U.S. births hit a historic high of over 3,830,000). Aside from this basic need, the baby's layette can include almost anything and cost almost anything, depending on whether he uses a bureau drawer as a bassinet or drinks juice from a 14-carat-gold cup (*next page*). New York department stores estimate that somewhat more than \$400 is spent on an average baby layette—\$60 for clothes, \$350 for equipment. But everything a new baby needs can be found in the practical and pretty layette at left, which costs less than \$275.

The major share of this money goes for equipment of good enough quality to be inherited by younger brothers and sisters. The crib, which can be used by a child from infancy to 3 years old, saves the cost of a bassinet, can be folded up and put in the car for trips. The baby carriage has a collapsible frame and a removable body in which the baby may sleep while driving or visiting. The playpen, a new kind, has the advantage of being narrow enough to wheel from room to room through doorways.

Money is saved by substituting a \$4.98 enamel tub for a more costly baby bath and a \$4.34 enamel pail for a diaper can. These can be painted or decorated with decalcomanias. The screen which shields the baby from drafts and glare can be made out of materials costing \$6.50. Knitting and crocheting for the baby also saves money and assures the baby of a prettier wardrobe. (Directions for making screen, soakers, sweaters and booties are on following pages.) Some frills are included in this layette. There are two show-off dresses with matching slips, not essential for an infant but not extravagant at \$4.22 for all four pieces. One dozen of the diapers are yellow, blue, green and pink, and are more expensive than plain white diapers. The pastel safety pins are three for 25¢ instead of 10 for 10¢. There is also a stylish diaper cover with bright polka dots (*on the line at left*) to make the baby attractive when crawling in the opposite direction.

2 rattles, pastel safety pins, accessory set (scissors, hot-water bottle, thermometer, medicine dropper), 2 pillowcases, 2 washcloths, 4 towels, 4 sheets, 1 rubber sheet, 2 pink pads, 12 white pads, 4 receiving blankets, 2 crib blankets, plastic nursery jar set, bottles, sterilizer and warmer, toilet needs, yellow corduroy carriage cover.

CONTINUED ON NEXT PAGE



## Bank roll Baby

If money is no object, a baby's layette can be sumptuous, ruffled and astonishingly expensive. Since even budget babies sometimes get expensive presents, some luxuries are shown at the right. On the chair are a crepe cap and coat, wool interlined, for \$19.95; on the blue satin hanger, \$1, is an imported filmy white wool wrapper, \$16.95. By the arm of the chair is a \$150 christening dress. The hand-quilted yellow comforter is \$19.95, the silver comb and brush on it cost \$40.50. On the floor, half hidden at the back, is an Italian blue silk dress with smocking, \$14.29, a pink wrapper and cap for \$7.95, a silver rattle with bells for \$22, a white organdy sacque for \$39.95 and a yellow wool sacque for \$16.95. At right of the yellow sacque are booties that unsnap and grow with the baby, \$3, and a handmade blue dress from Italy, \$17.48. The white music-box cat is \$6.50. On the table at the back are a silver knife, fork, spoon, \$9.50 each, a curved-handled spoon, \$5.50, a silver porringer, \$64, a silver milk cup, \$41. For babies surfeited with silver there are a gold plate, \$420, a gold bowl, \$420, and a gold milk mug, \$340. The filmy pink bassinet costs \$245; the crib sheet and pillow case are \$18.50. Hanging on the bassinet is a silk organdy dress with taffeta slip, \$48.95. On the stool, right, is an organdy carriage cover (pillowcase is on the table), \$25, a silver plate, \$64, and a gold juice cup, \$185. Also available for bank-roll babies are 14-carat-gold safety pins for diapers, \$6.75 each, and a gold heart bracelet, \$19.











# Make my pie country-style with **Crustquick!**



Who wants pie crust country good . . . flaky, and tender, and rich . . . faster?

It's 4 minutes to the pie pan with Crustquick.

Use just 3 utensils. No muss. Measure the water. No guess. Stir with a fork.

No cut-in! Even rolls out easier!

Perfect pie crust for sure because it's Betty Crocker's own recipe you're using.

Land sakes, ask the man for it! CRUSTQUICK!

the Betty Crocker pie crust mix







## GUIDE TO BASIC LAYETTE

The drawing above is a diagram of the budget baby's layette on p. 58. The items numbered are listed here with prices. 1-shirt, 65¢. 2-dress, 94¢. 3-bib, 69¢. 4-hot water bottle (set includes medicine dropper, thermometer, scissors), \$3.98. 5-polka dot diaper cover, \$1.95. 6-handmade soakers, \$1.50. 7-handmade booties, 75¢. 8-slip, 84¢. 9-rattle, 35¢. 10-handmade sweater, \$2.25. 11-sweater (includes booties and cap), \$3.98. 12-rattle, \$1. 13-Boodle Buggy, \$29.95. 14-screen, \$6.50. 15-slip, 84¢. 16-playpen, \$15.98 (pad not shown, \$3.98). 17-dress, 94¢. 18-pants, \$1.49. 19-nightgown, \$1. 20-carriage cover (includes pillow cover), \$5.53. 21-bathtub, \$4.98. 22-cotton, \$1.98. 23-jar set, \$2.98 (zinc ointment in it, 23¢). 24-hood and bunting, \$4.98. 25-sterilizer, \$9.95 (includes necessary utensils; bottles with nipples and shields are extra, cost 30¢ each). 26-Kiddie-Koop, \$59.50. 27-handmade sweater, \$3. 28-in pile, top to bottom: 2 washcloths, 55¢ for two; small towel, 69¢; large towel, \$2.25; 2 pillow cases, 45¢ each; 3 shirts, one for 65¢, two for 85¢ each; 2 fitted sheets, \$1.59 each; 3 wrappers, \$1 each; 2 nightgowns, \$1 each; 3 nightgowns, \$1.24 each; 2 top sheets, \$1.75 each; rubber sheet, \$2.25; dozen colored diapers, \$1.75 for 3; 3 dozen white diapers, \$3.95 dozen; 2 bath towels, \$1.49 each; 4 receiving blankets, 69¢ each; 2 crib blankets, \$5.95 each; 2 quilted rubber pads, small, \$1.19, large one on floor, \$2.25; cotton swabs, 49¢; 12 quilted pads, \$13.14. 29-wrapper, \$1. 30-on floor, from left: soap, 19¢, powder, 49¢; mineral oil, 59¢; baby oil, 98¢; bottle warmer, \$2.77. 31-diaper pail, \$4.34. Not indicated: 9 pastel diaper pins, 25¢ for three; 30 plain, 30¢.



## HOW TO MAKE SCREEN

A substantial four-paneled screen to put around the baby's crib can be made for \$6.50 or less. Each panel is 6 feet high and about 18 inches wide. Four pieces of 1x2x16 soft pine are needed. Saw into eight 6-foot lengths and twelve 14½-inch lengths. Nail panel together with cross members inside uprights, bottom cross member ½ inch off floor. Use 3-inch finishing nails, two at each joint, and three 1x2 hinges at each panel joining. Screw hinges in place, with the first hinge 2 inches from the top, second in center, the third 2 inches from the bottom. Alternate the direction of the swing of the hinges between panels. Either wallpaper or fabric can be used as covering. For sturdier job, line the panels with heavy wrapping paper or cardboard before applying paper or fabric.

CONTINUED ON PAGE 66

# Keepsake

GENUINE REGISTERED  
DIAMOND RINGS



Your Keepsake  
....forever

This is your engagement day . . . a moment never to be forgotten . . . but captured forever in the radiant depths of your Keepsake Diamond Ring.

Because your diamond ring is endowed with such special meaning, you will want to select it with infinite care, remembering that the finest quality diamond is your best buy.

If your choice is a Keepsake, you will know your diamond ring is one of the world's finest. The words "Guaranteed Registered Perfect Gem" on the tag and the Keepsake Certificate signed by your jeweler are your assurance of the best choice. In a wide range of styles, from \$100 to \$10,000.



A. LENORE Ring \$150. Also 200 to 350. Wedding Ring 75. B. MILADY Ring \$300. Also 350 to 575. Wedding Ring 125. C. WELLESLEY Ring \$450. Also 300 to 975. Wedding Ring 100. D. HOLLISTER Ring \$675. Also 450 to 1100. Wedding Ring 150. ★Man's Diamond Ring \$125. Available at 75 to 250 to match all engagement rings.

All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.



Phone Western Union  
...ask for "Operator 25";  
she'll give you the name  
of your nearby Keepsake  
Jeweler. There is no charge  
for this service.

Keepsake Diamond Rings, A. H. Pond Co., Inc.  
120 East Washington, Syracuse 2, N. Y.

FREE Useful booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and your Keepsake Jeweler's name.

Name.....

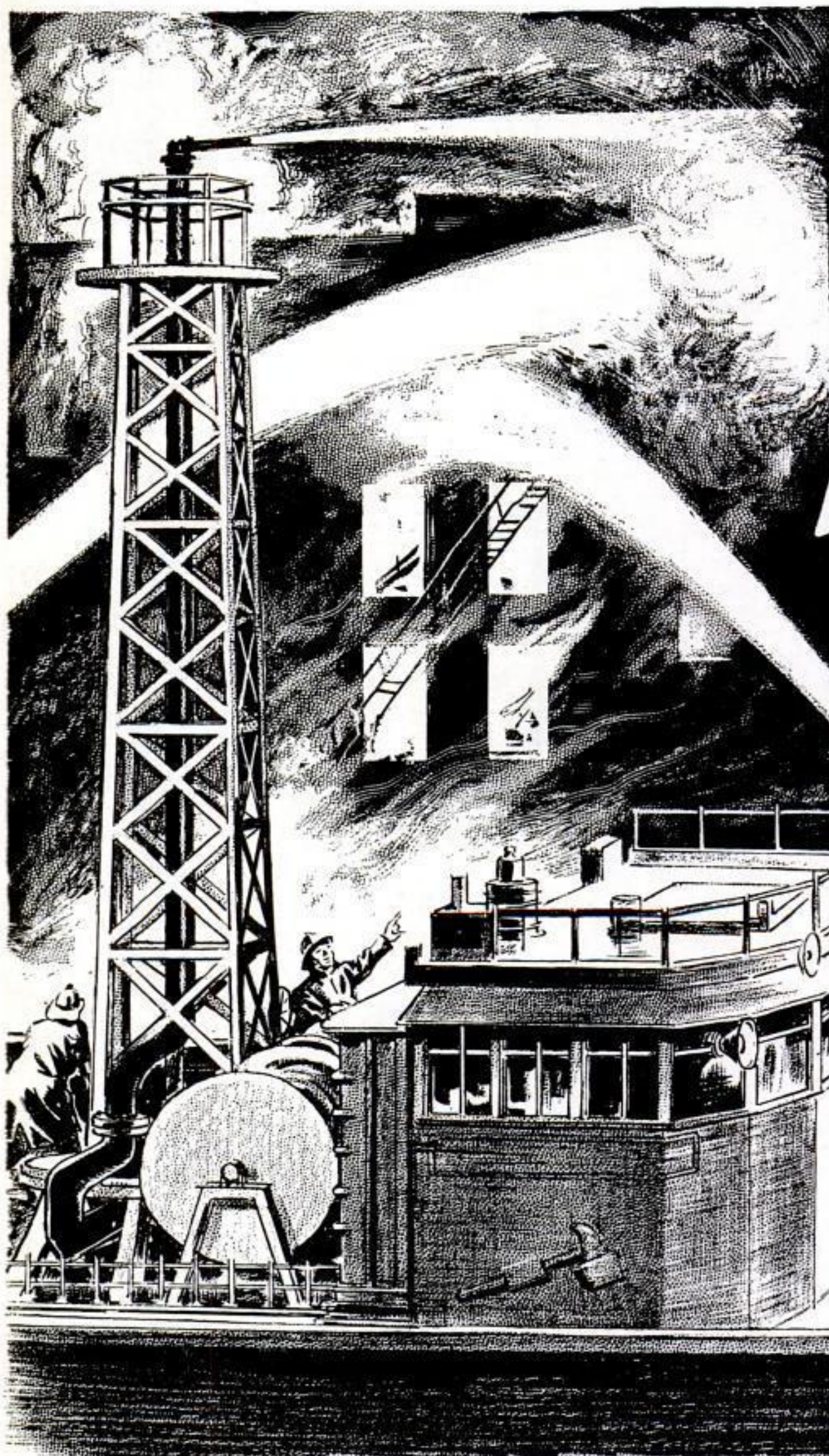
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City and State..... I. 4-52

Amsterdam Antwerp Home Office — Syracuse, N. Y.



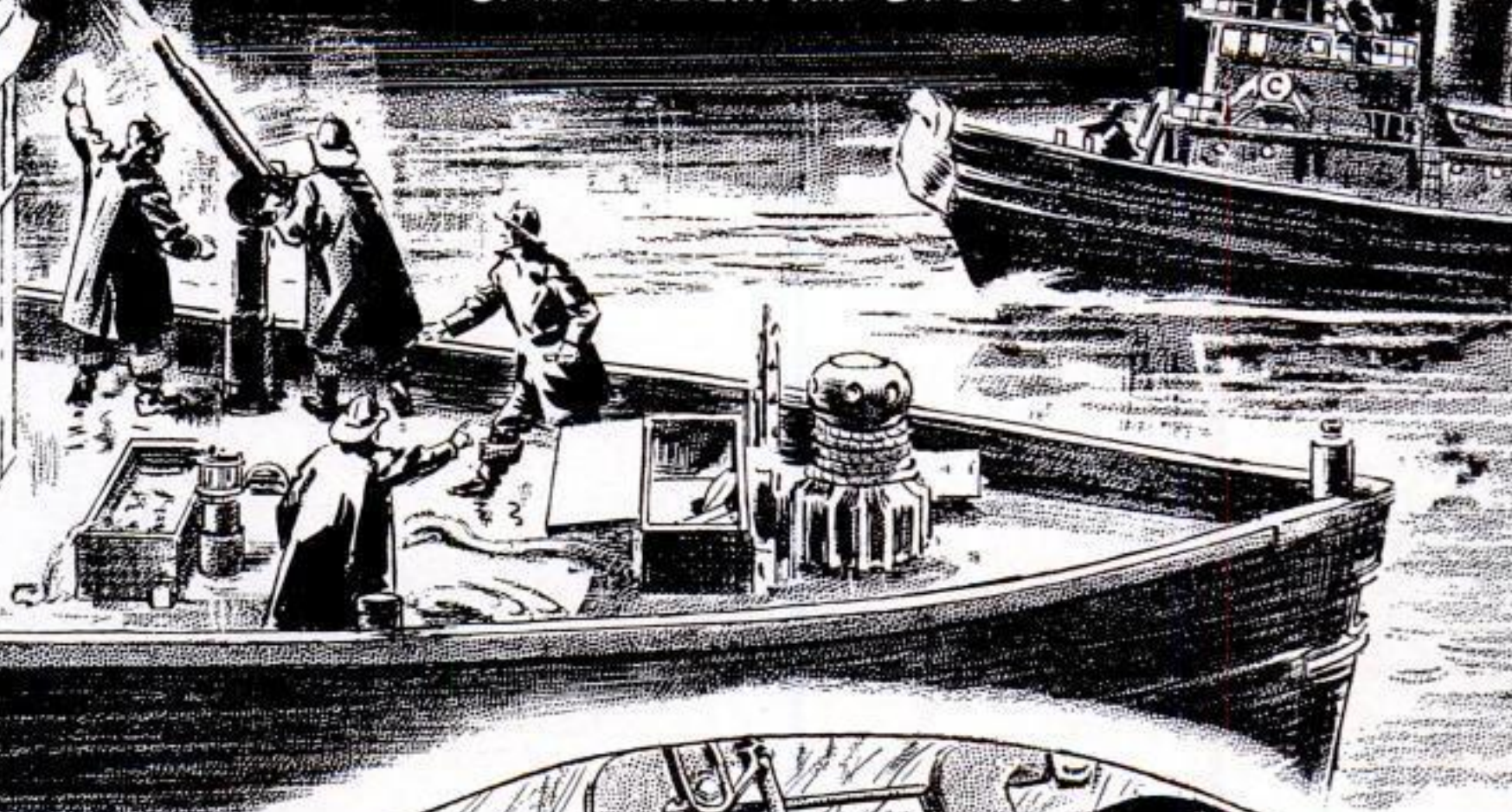




# RIPLEY'S

## FLOATING FIRE FIGHTER SPOUTS 5800 GALLONS A MINUTE!

NEWEST IN FIREBOATS, THIS TRIM CRAFT SPEEDS TO WATERFRONT BLAZES, DELIVERS A KNOCKOUT DELUGE. THROUGH 9 NOZZLES, IT HURLS ITS OWN WEIGHT IN WATER EVERY 3½ MINUTES. THE TREMENDOUS POWER OF 4 ENGINES CAN BE SHIFTED INSTANTLY FROM PROPELLER TO PUMPS THROUGH SPECIAL POWER TAKE-OFFS MADE BY B-W'S ROCKFORD CLUTCH. THIS WAY, THE ENGINES DO DOUBLE DUTY, SAVING WEIGHT AND EXPENSE.



FOR OVER 300 YEARS  
PRETZEL CRESTS HAVE  
BEEN USED BY  
EUROPEAN BAKERS.

### NEW TWIST IN PRETZEL BENDING!

A FANTASTIC NEW MACHINE NOW FASHIONS PRETZELS WITH THE SKILL OF AN EXPERT PRETZEL TWISTER — AND AT FAR GREATER SPEED. TIRELESS STEEL FINGERS LOOP AND TIE DOUGH INTO PERFECT PRETZELS — UP TO 55 A MINUTE. BECAUSE THE PRECISION TYING MECHANISM MUST BE DRIVEN WITHOUT VIBRATION, SILENT CHAIN DRIVES FROM B-W'S MORSE CHAIN ARE USED.



### 468 WAYS TO PLOW A FIELD!

TO FIT AMERICA'S MANY KINDS OF SOIL AND FARMING METHODS, ONE IMPLEMENT MAKER ALONE OFFERS 468 DIFFERENT STYLES OF PLOWS. ALL OF THE DISC-TYPE PLOWS IN THIS TOTAL ACHIEVE THEIR HIGH EFFICIENCY FROM SPECIAL CROSS-ROLLED STEEL MADE BY B-W'S INGERSOLL PRODUCTS. PRODUCED BY A PATENTED METHOD, THESE DISCS HAVE REMARKABLE RESISTANCE TO BREAKAGE AND DULLING, EVEN IN STONY GROUND.

185 PRODUCTS  
IN ALL ARE MADE BY

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# Believe It or Not!

ENGINEERING

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**GIVING STEEL-FINGERED BAKERS  
A STEADIER TOUCH... SUPPLYING  
DOWN-TO-EARTH HELP FOR FARMERS...  
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IN SO MANY WAYS **B-W** SKILL AND INGENUITY TOUCH  
THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS  
CONTAIN ESSENTIAL PARTS BY **BORG-WARNER**. EVERY  
COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD  
VITAL **B-W** EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD  
PRODUCTION WITH **B-W** EQUIPPED MACHINES. AND MILLIONS  
ENJOY THE OUTSTANDING ADVANTAGES OF **B-W** HOME  
EQUIPMENT AND APPLIANCES.



**HANDING YOU  
30 MILES "FREE" IN 100!**

A CAR CAN DONATE UP TO 30% MORE  
MILES PER GALLON WHEN EQUIPPED WITH  
AN AUTOMATIC OVERDRIVE, THE ADVANCE-TYPE  
TRANSMISSION MADE BY **B-W'S WARNER GEAR**  
FOR LEADING MOTORCAR MANUFACTURERS. THAT'S  
BECAUSE THE ENGINE MAKES FEWER REVOLUTIONS.  
AT 50 MPH, FOR EXAMPLE, YOUR ENGINE LOAFES AT  
ONLY 35 ... STAYS YOUNG LONGER.

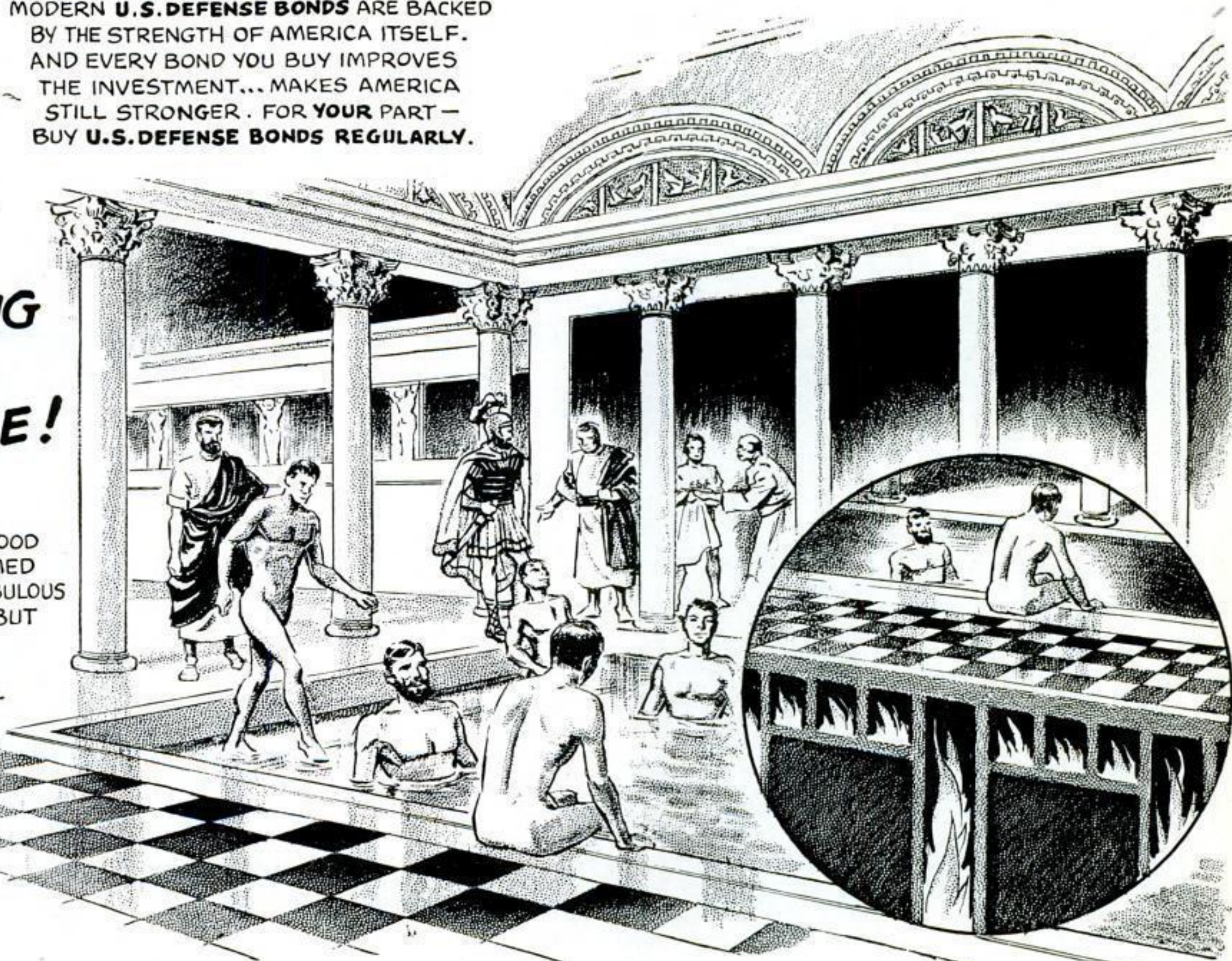
**DEFENSE BONDS  
BACKED BY THE  
KING'S WHISKERS!**

IN 16<sup>TH</sup> CENTURY PORTUGAL, THE MONARCH'S  
BEARD WAS SECURITY FOR PUBLIC LOANS. BOND  
HOLDERS WERE ENTITLED TO CLAIM A ROYAL  
WHISKER IF THE BOND WASN'T REPAYED. OUR  
MODERN **U.S. DEFENSE BONDS** ARE BACKED  
BY THE STRENGTH OF AMERICA ITSELF.  
AND EVERY BOND YOU BUY IMPROVES  
THE INVESTMENT... MAKES AMERICA  
STILL STRONGER. FOR YOUR PART —  
BUY **U.S. DEFENSE BONDS** REGULARLY.



**CENTRAL HEATING  
FOR THE BATHS  
OF ANCIENT ROME!**

HOT GASES FROM ROARING WOOD  
FIRES IN CELLAR VAULTS WARMED  
FLOORS AND WALLS OF ROME'S FABULOUS  
BATHS. IT WAS A GREAT ADVANCE, BUT  
HIGHLY INEFFICIENT. TODAY, **B-W'S**  
**NORGE-HEAT** AUTOMATIC FURNACES  
MAKE WARM AIR HEATING THE MODEL  
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UNIQUE CONSTRUCTION ACTUALLY  
**SQUEEZES** HEAT FROM FUEL—  
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THE GREATEST ECONOMY  
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SAVING KNOWN IN  
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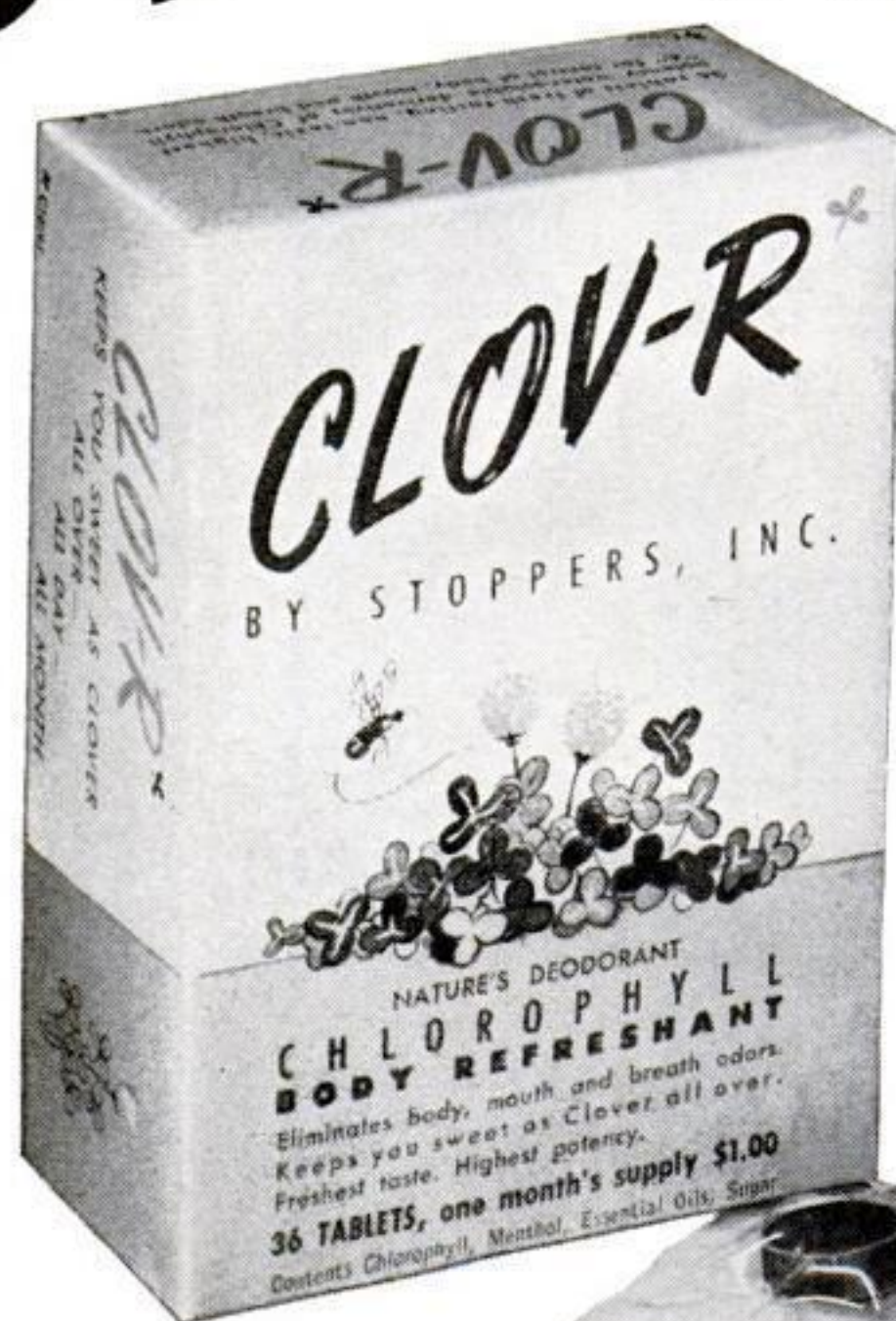
THESE UNITS FORM **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago: **BORG & BECK** • **BORG-WARNER INTERNATIONAL** • **BORG WARNER**  
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Nothing like it for personal  
freshness

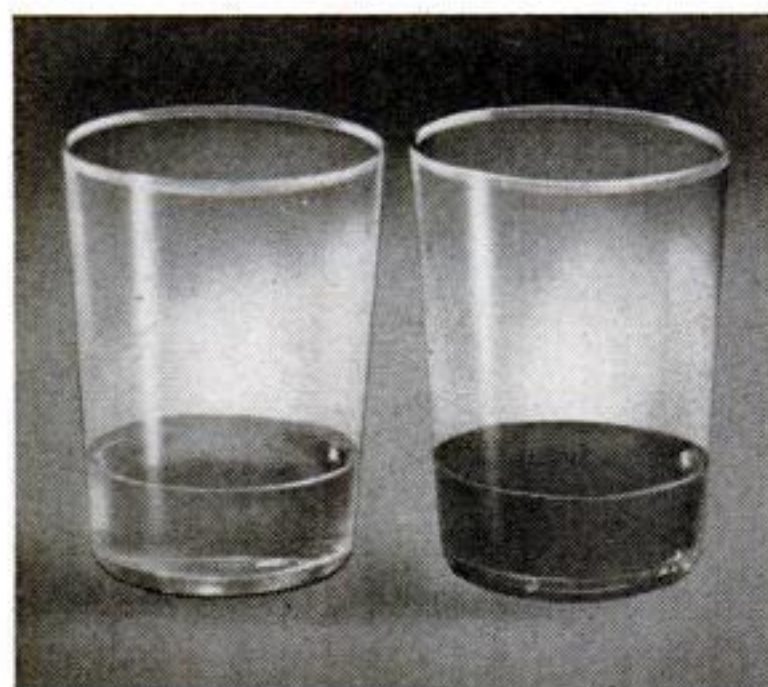
# CLOV-R

BY STOPPERS, INC.



**The higher  
potency  
chlorophyll  
tablets that  
prevent  
body, mouth,  
breath odors**

**One tablet  
a day  
keeps you  
sweet as clover—all over**



**...see the difference**

Drop a Clov-r tablet in 2 tablespoons of water. Do the same with other brands. Clov-r dissolves the fastest, turns the water greenest, and is more effective.



**...taste the difference**

Just taste a Clov-r tablet. See how clean and refreshed your mouth feels immediately. Clov-r is as harmless as an after dinner mint, and tastes just as good. You'll love its minty flavor, and there's no grassy after-taste!

## CLOV-R

FROM CHLOROPHYLL  
NATURE'S OWN DEODORANT

36 TABLETS—1 MONTH'S SUPPLY \$1 TRIAL SIZE—16 TABLETS 50¢

BY THE MAKERS OF STOPPERS, THE FAMOUS BREATH TABLET

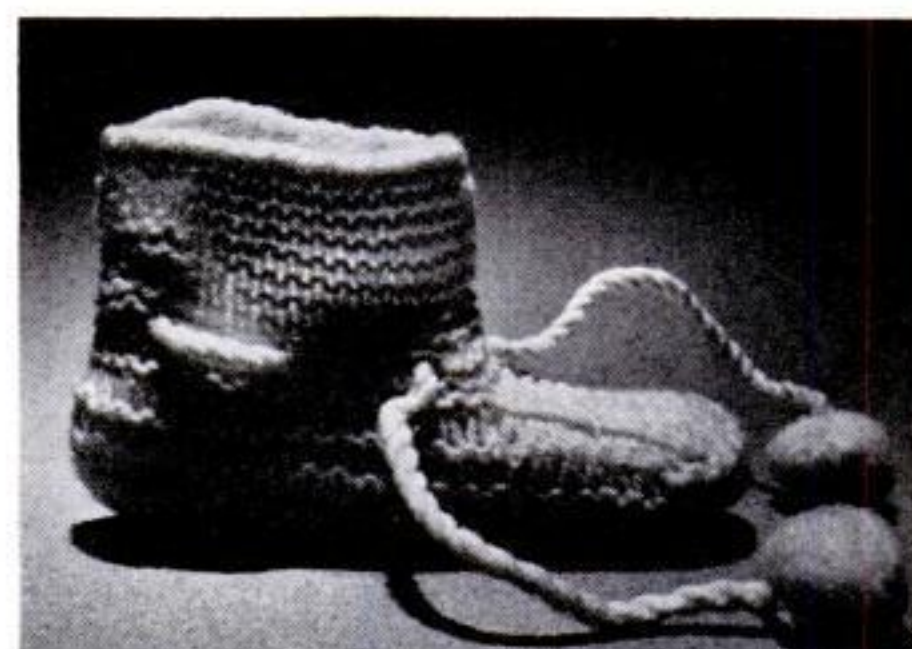
LAYETTES CONTINUED

## BABY CLOTHES TO KNIT



THE STOCKINETTE STITCH IS EASY

The basic stitch used in making most baby sweaters, the stockinette stitch, is easy. It consists of knitting one row, purling the next. Both the V-neck cardigan sweater and the star sweater on pages 58 and 59 are, for the most part, stockinette stitch. The V-neck sweater is made with three 1-ounce balls of baby wool. The star sweater uses three 1-ounce balls of fingering yarn and one 1-ounce ball in a contrasting color. Matching pants take extra ball of yarn. Detailed knitting instructions for both sweaters are in *Bernat Handicrafter*, Book 27.



### BOOTEES ARE QUICKLY MADE

Bootees are not necessary but they are useful when a baby goes out for an airing or a visit. They require little yarn, take only about two hours to knit. **Directions:** Buy one 1-ounce ball of baby wool. **Sole:** With No. 3 needles, cast on 7 stitches. Work in garter stitch for 3 inches. Bind off. **Top:** Cast on 42 stitches. Work in garter stitch for one inch. **Beading** K3, yarn over, K2 together, repeat from K3 3 times, K4, yarn over, K2 together, K3, repeat from yarn over to end of row. Knit 2 rows even. **Shape instep:** K17 stitches and put on holder, K8 stitches, put last 17 stitches on another holder. Work even on 8 stitches for one inch. **Shape foot:** K8, pick up 7 on one side of instep, K17 from holder on same needle. Work back across 32 stitches, pick up 7 on other side of instep, K17 from other holder—total, 56 stitches. Change to No. 6 needles. Work even in garter stitch for 6 rows. Change to No. 3 needles. Work even in garter stitch for 6 rows. Bind off. **Finishing:** Sew center back seam. Weave sole and foot tog. Block. Make a twisted cord. Trim with pompons.



### DIAPER CAMOUFLAGERS

Knitted soakers make babies almost moisture proof and also give diapers a tidy outer cover. Use two 2-ounce skeins of knitting worsted. **Directions:** With No. 5 needles, cast on 48 stitches, K2, P2 in ribbing for 4 rows. **Beading:** K2, yarn over, K2 together, repeat from yarn over to end. Continue in ribbing for 4 rows more. Work in pattern stitch for 4¾ inches. (**Pattern stitch,** rows 1 and 4: P2, K2 across row. Rows 2 and 3: K2, P2 across row. Repeat these 4 rows.) K2, P2 in ribbing for 6¾ inches. Work in pattern stitch for 4¾ inches. K2, P2 in ribbing for 9 rows, working beading on 5th row. Bind off. **Finishing:** Sew the side seams. **Cord:** With No. 5 hook, make a crocheted chain and pull through beading. Sew ends in 5 loops to form a flower. Block.



# SLUGGERS STRIKE OUT!

"How much do you think my new Bond suit cost?" asked New York Giant catcher

Wes Westrum. 103 baseball players examined this Bond Selkirk Gabardine suit . . . noted fit, fabric, workmanship. Average estimate . . . \$64.00. Bond's actual price . . . only \$53.75



**Bases Loaded.** Bond stores are loaded, too, with over 240 sizes and styles to fit any man. Bond, America's largest maker and retailer in one, cuts out all in-between costs . . . passes big savings along to you. Rich Bond Sandtone Gabardines in browns, tans, greys, blues, **\$58.75**

**Error.** 103 ball players stepped up to the plate . . . looked over Wes' smart Bond gabardine suit as carefully as a three-and-two pitch. They noted the luxurious shape-holding worsted gabardine . . . expensive hand-finished details . . . natural, easy lines

. . . perfect fit. The only thing they didn't see was the famous-for-savings Bond label. Without batting an eye . . . they estimated \$65, \$80, \$85. But Bond's actual price for this tan Selkirk Gabardine suit is only **\$53.75**



**A Hit.** Costly Rochester tailoring makes Bond gabardines a hit everywhere. They look better . . . feel better . . . wear better. Bond's own Selkirk gabardine in blues, browns, tans, greys, only **\$53.75**

Because BOND is both maker and retailer in one . . . from coast to coast you get the most at

## BOND'S

More men wear Bond clothes  
than any other clothes in America!

For Bond Store or Agency nearest you,  
write Bond Clothes, Fifth Ave. at 35th St., New York 1, N. Y.



# Sure to be welcome on any Man's Birthday

The advertisement features three overlapping calendar pages for the months of April, May, and June. Each calendar has a bottle of Seagram's 7 Crown Blended Whiskey and a glass of whiskey next to it. The April calendar shows dates 1 through 30, with a glass of whiskey on the 1st. The May calendar shows dates 1 through 31, with a glass of whiskey on the 1st. The June calendar shows dates 1 through 30, with a glass of whiskey on the 1st. Each calendar has a small tag with a birthday message.

**BEST WISHES...** couldn't wish for a better Manhattan to wish you Happy Birthday!

**CONGRATULATIONS!**... an "old fashioned" toast to wish you Happy Birthday!

**ALL THE BEST...** to you with the best of all whiskey sours!

## A WONDERFUL GIFT NUMBER...



On his birthday, on his anniversary... or on any of those important occasions when you wish to show him how much his friendship means to you... give

Seagram's and be SURE. Far better than a thousand words, a gift of Seagram's 7 Crown tells your friend—"Only the finest is fine enough for you."





*Say* **Seagram's** *and be* **Sure**





"Envy me, friends,"  
says **NBC's Phil Harris**,  
" 'cause old Phil is surrounded  
by lovelies—my ever-lovin' Alice  
and all 16 slick S&W Juices.  
You can't have Alice, but  
you can talk your grocer out  
of these wonderful drinks.  
They're 'specially fresh and  
rich, and that's what I  
like about the S&W."



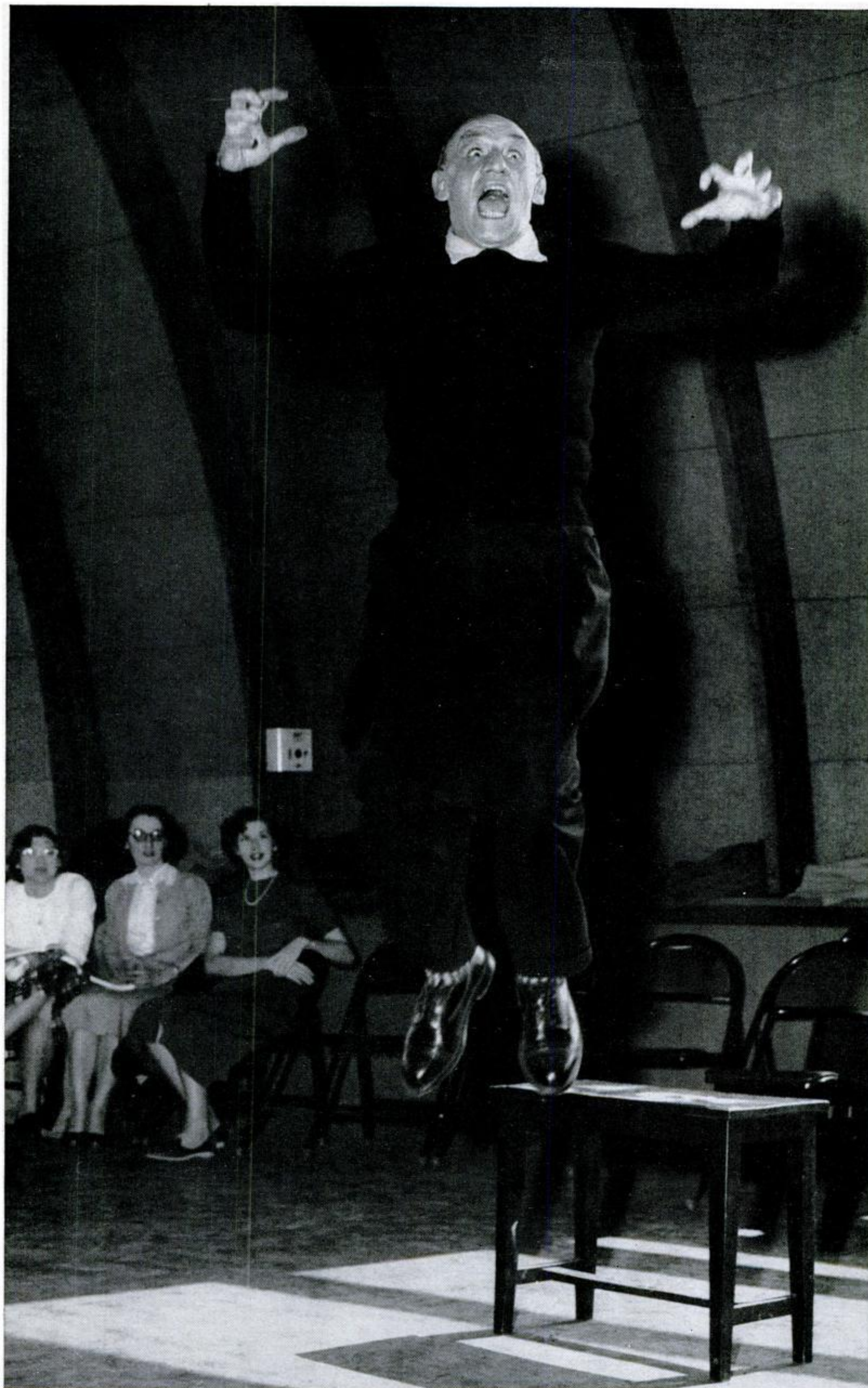
Hear Phil Harris and Alice Faye  
for RCA Victor on NBC,  
Sundays at 8:00 PM, EST.

*16 quality juices—so much better...* available now at  
most fine grocers



On a diet? S&W also packs **NUTRADJET**—same fine quality juices without salt or sugar added.





ZOOMING INTO THE AIR LIKE AN AVENGING FURY, MAESTRO MITROPOULOS SHOWS CHOIR HOW TO EXPRESS AGONY

## AIRBORNE MAESTRO

Even in the confines of the concert halls Dimitri Mitropoulos, conductor of the New York Philharmonic-Symphony, is wildly gymnastic. In the comparative freedom of a rehearsal hall a few days ago he outdid himself. Rehearsing the Westminster Choir for Easter performances of Mendelssohn's *Elijah*, he could

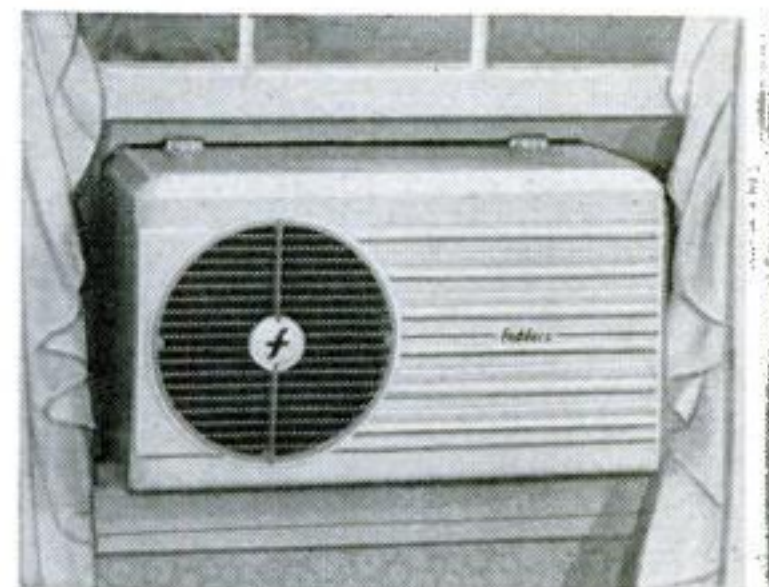
not get the chorus to put enough anguish into its cry, "Help, Lord!" sung after Elijah prophesies disaster. Mounting a chair, Mitropoulos leaped off and gave a blood-curdling shriek. Everyone agreed this example evoked a very satisfactory cry of agony from the singers and set a new altitude record for conductors.

## Phil Rizzuto SLEEPS COOL



with a low-cost Fedders  
Room Air Conditioner  
in his bedroom!

The Scooter has to get sound, healthful sleep no matter how hot and steamy it is. So he put a Fedders unit in his bedroom . . . and wakes up rarin' to go. It's a real electrically refrigerated system! Cools and dehumidifies the air, filters out dust and pollen . . . a boon to hay fever sufferers . . . keeps rooms cleaner. This compact, handsome cabinet fits in your window sill, plugs in like a radio. No building alterations, no water connections. Exclusive finger-tip control sends cool air in any direction . . . *never a draft*. Mail coupon today for facts.



New attractive window model in stunning Hawaiian Tan, from \$229.95. Easy terms.

**fedders**  
A GREAT NAME IN COMFORT

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1 Tonawanda St.,  
Buffalo 7, New York.

Please send me books checked on how I can sleep, work, live better with a Fedders.

☐ "How to sleep Cool when it's Hot!"

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U.S. ROYAL NYLON  
**LIFETUBE**

NOW ON TV • "THE U.S. ROYAL SHOWCASE"  
The Best in Show Business  
Every Sunday at 7 P. M., E. S. T., NBC Television Network  
Check your newspaper for local time, date and station



# Your Utmost Protection

*The other home you live in* is the car you ride and drive in—giving endlessly what no other home can *ever* give.

Along with the pride and pleasure it supplies, it vastly broadens every home horizon of education, experience and opportunity.

With driving safety, this amazing other home is an almost priceless blessing!

Without safety, its good things can, and do, amount to less than nothing!

*So it is* that U. S. Rubber Scientists are forever at grips with this urgent and demanding subject—driving safety.

Their endless test, experiment and invention have steadily increased all the safety factors in tire performance.

...In today's U. S. Royal Master tire you get a non-skid stopping and holding power, never known before.

And in today's new U. S. Royal LIFE-TUBE, the new Inner-tube of *Nylon*, you get genuine blowout PREVENTION in a way not possible before.

# U.S. ROYAL

*Skid Protection • Blowout Protection*  
*Life Protection*

U N I T E D   S T A T E S   R U B B E R   C O M P A N Y





THIS IS EARLIEST PORTRAIT OF TITO THAT STILL EXISTS. IT SHOWS HIM AT AGE OF ABOUT 30 WHEN HE WAS LIVING IN ZAGREB, HAD RECENTLY BECOME A COMMUNIST



# TITO SPEAKS

## PART I

---

**I was born Josip Broz . . . We were hungry . . . Apprenticeship and a slap . . . An unwilling soldier . . . Captured by the Russians . . . Delirium . . . The worst jail . . . I joined the Communist party**

---

**by JOSIP BROZ-TITO**

**ASSISTED BY VLADIMIR DEDIJER**

*These articles, which are in Marshal Tito's own words, are drawn from material which will form the basis of an authorized biography of Tito which Vladimir Dedijer is now writing.*

*LIFE publishes this four-part series as an important historical document. The editors are aware*

*that many Americans dislike Tito's Communism and his anticlericalism. The fact remains that he is an important ally, and that our government is giving him financial and diplomatic support. LIFE believes, moreover, that a man so feared by the Kremlin is one who should be heard by the world.*

**I** WAS born Josip Broz on May 25, 1892 in the Croatian village of Kumrovec, which lies in an area called the Zagorje (the country behind the mountain). My village sits in a pretty valley bordered by wooded hills. The small green Sutla River meanders through woods and past pastel blue cottages roofed with homemade tiles or with shingles that are green with moss. Wherever one looks in the Zagorje he will see upon the hilltops the walls of some ancient fortress, castle or church, the residue of a history that goes back to Roman times, a history filled with war and oppression. On one of the hills above Kumrovec, towering like a giant, is Cesargrad, the jagged ruins of the medieval castle of the Counts Erdödy. They were the masters of my village and the surrounding countryside until the middle of the last century, when feudalism officially was abolished in Croatia. They were cruel, and their serfs were often in rebellion. Today in my village the memory still lives of a great revolt in 1573, when the serfs stormed the castle, broke into it, beheaded the keeper of the estate and seized several cannon and some muskets. But in the end they were defeated and their leader, Matija Gubec, was crowned with a red-hot iron crown and then burned alive on orders of the bishop, and 5,000 peasants were hung from the trees. Countess Barbara Erdödy became an evil legend. Whenever as children we awoke at night, our mother always threatened that the Black Queen of Cesargrad would take us away if we did not go to sleep immediately.

My forefathers probably were in this famous rebellion, for they had come to Kumrovec in 1552 from Dalmatia, retreating before the onslaught of the Turkish invaders, and were serfs of the Counts Erdödy. In later generations there was always at least one among them who became a blacksmith, so that at last the family earned the nickname of Kovači, or Blacksmith. The tradition later may have influenced my own choice of a trade.

My father, whose name was Franjo Broz, had inherited 15

acres of land from his father. But the soil was poor and the yield was small. Moreover my father had six sisters, all of whom had to be supplied with dowries. He mortgaged the land to do so, and then, unable to pay off the debt, began to sell one acre after another. He was a companionable, goodhearted man, and in spite of his own troubles he endorsed bills for his friends. Since they were as poor as he they often failed to redeem them, and so his debts increased. My mother, whose name was Marija Javeršek, was the daughter of a peasant from the neighboring village of Podsreda across the river in Slovenia. She was an energetic and just woman, the real master in the house. They had 15 children, among whom I was the seventh. In those years, due to the hard living conditions and the lack of medical care, about 80% of the children of the Zagorje died before the age of 15, the majority of them in infancy. My parents were only a little more fortunate than most. Of their 15 children, seven survived. When I was 10 I fell ill with diphtheria, one of the commonest scourges of our countryside and one which had already killed one of my sisters, but I recovered with no bad effects.

My childhood was very hard. I remember that my mother, in order to stretch out the flour or corn meal she had, would lock the larder and dole out to us with great care and justice the small portions of bread—what she considered she could give us, not what we could eat. Each year by January the wheat would be gone and my father would haul goods in his cart to pay for corn meal. My mother was a proud woman and we children often took advantage of the visits of relatives to ask for an extra piece of bread. She always gave—although she scolded and sometimes spanked us after the guests had gone. With this same pride she always responded to the *lukno*, an old custom dating back to feudal times. On New Year's Day the monks from Klanjec, holding a cross, would knock on the doors of all the cottages, followed by a sexton who carried a bag.



**TITO AND DEDIJER** (right) look over material for this project. The leading authority on Yugoslavia's National War of Liberation, Vladimir Dedijer has known Tito since 1938 and was closely associated with him from the beginning of the Partisan uprising, in which he became a colonel and was wounded twice. He is the author of several books, among them *Partisan Diary*, an informal account of the war in Yugoslavia. He also has translated a number of English and American classics into Serbo-Croat. He holds a law degree, has been a delegate at the U.N. and is secretary of the Foreign Affairs Committee of the Yugoslav parliament.





**CESARGRAD**, the medieval castle of the Counts Erdödy, rises from the top of a conelike hill in this picture taken from a window of the house where Tito

lived. The Erdödys owned all the valley below the castle, including Kumrovec, and held most of the inhabitants in serfdom until the middle of the last century.



**SUTLA RIVER**, in whose adjoining meadows young Josip herded sheep and cattle, is the boundary between Croatia and Slovenia. Here he swam and fished.

## TITO SPEAKS CONTINUED

One of the monks would chalk on the door "anno Domini" and the host would give him a few pounds of corn or a bunch of golden flax, or four crowns, which in those days meant two days' wages. One can imagine how we perpetually hungry children felt when, one year, we watched the sexton pour our last six pounds of corn into his bag. The worst time of all was in 1903, when the Empire's hard rule resulted in wide disorders in Croatia. The Zagorje was one of the centers of resistance and so was occupied by Hungarian soldiers. Four of them were billeted in our house and we had to feed them for five months. What a scrape we were in, having as it was hardly any food for ourselves.

Once, I remember, we children had as much as we could eat. It was a holiday and our parents had gone somewhere for a visit. We were hungry. Up in the garret hung a smoked pig's head which my mother was keeping for New Year's. My brothers and sisters were crying. I resisted for a while; then I brought the head down and dropped it into a kettle of boiling water. I added a bit of flour and let it cook for about an hour. What a feast we had! Unfortunately the meal was so greasy that we all became sick. When my mother returned we were silent except for an occasional groan. She took pity on us and we got away without a hiding.

The happiest days of my childhood were those I spent with my mother's father in Slovenia. He was a short, wiry man, lively and always full of jokes. He loved me and called me Jožek (little Joey). I loved him and cheerfully tended the livestock and carried the water

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**TITO'S VILLAGE** of Kumrovec in the Zagorje region lies in the valley of the Sutla River in northwest Croatia. The dark roof and gray second story of the

house where he was born 59 years ago can be seen at left center. Hills in background are in Slovenia, where young Tito used to visit his maternal grandfather.



**COLORED HOUSES**, with tile or thatch roofs, are characteristic of Zagorje architecture. This is on the curving dirt road which is the main street of Kumrovec.



**HIS HOUSE** was this two-family dwelling his father shared with a cousin. It is now a museum. Church on hill is St. Roko's, where Tito was once an altar boy.

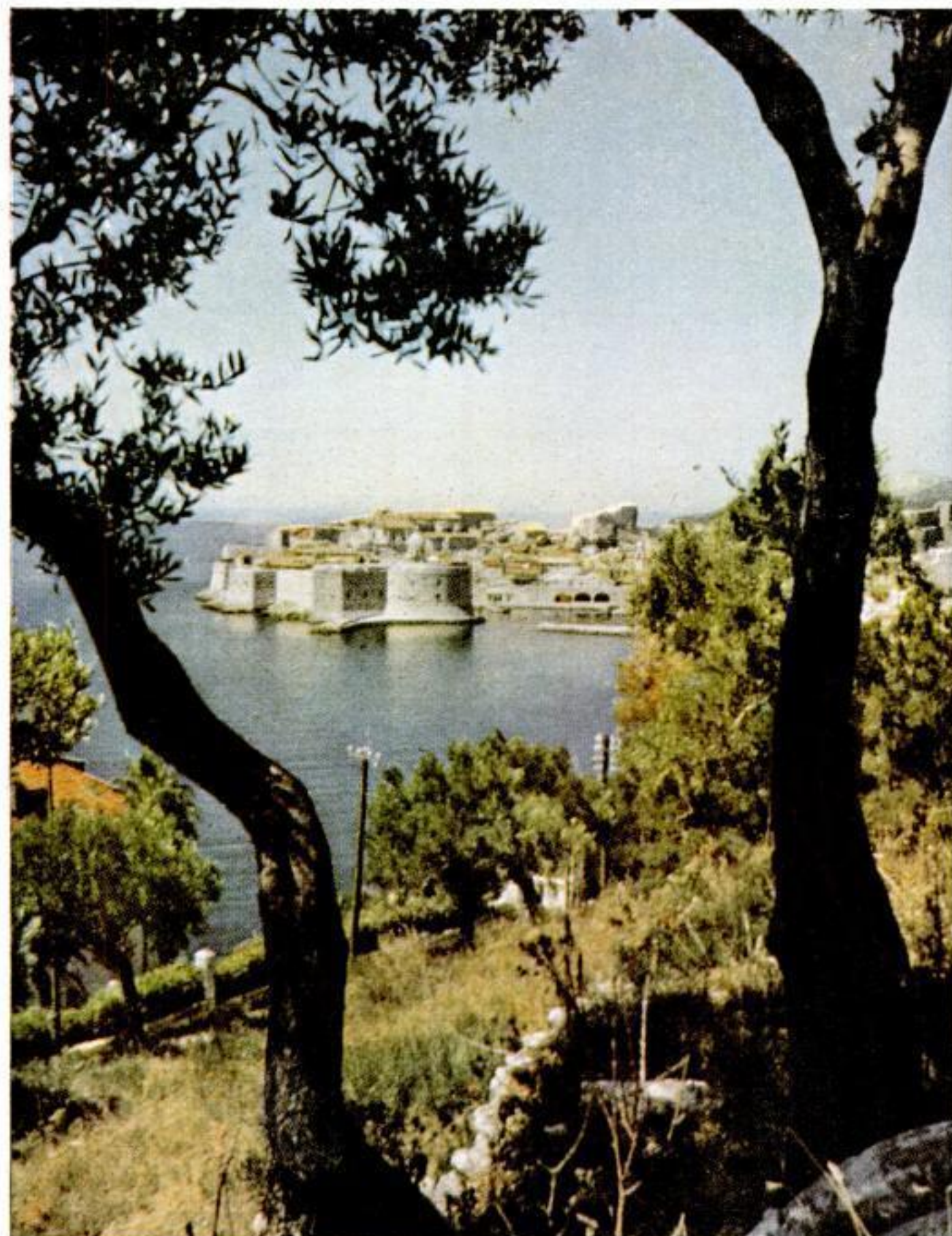


# YUGOSLAVIA AND ITS PEOPLE

Yugoslavia, which means "land of the south Slavs," has existed as a nation only since 1919 (*map, opposite page*) but the history of its land and peoples goes back to pre-Christian times. A bridge between Asia and Europe, it is richer in variety of nationalities, languages, traditions, costumes, customs, religions—and consequently also in antagonisms—than any other region of Europe. Greeks, Romans, Turks and Germans among others have left their print on it, so that in a few hundred miles the traveler sees the ruined temples of Macedonia, the palace of Diocletian in Dalmatia, the minarets of Bosnia, the Habsburg schlosses of Croatia and Slovenia. The land is equally various, with heavy forests, many mountains, fertile plains, and jagged seacoast. It is largely undeveloped now, with primitive agriculture and little industry, but potentially, in natural resources, it is very rich. What the people never have had is political stability. Internecine quarrels, invasions beyond record, and rival economic ambitions on the part of foreign powers made the Balkans "the powder keg of Europe." But due to this same circumstance, independence is the most deeply ingrained of all Balkan qualities. Serbian nationalism started World War I. National patriotism again brought the downfall of Prince Regent Paul in 1941. Stalin has been the latest to learn the hazards of trying to dominate these violent, brave, stubborn people.



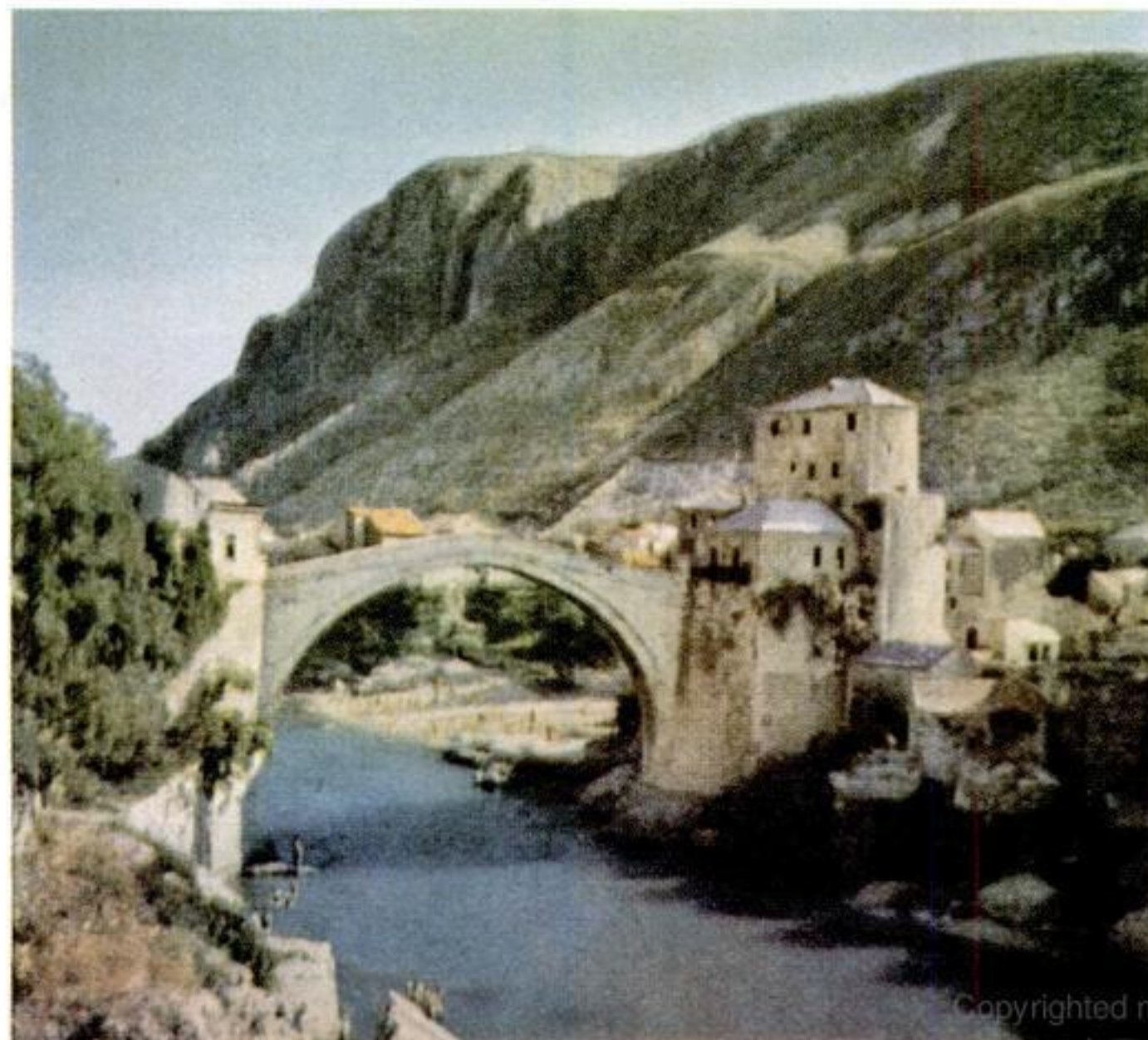
**TRADITIONAL COSTUMES** are worn by peasants in rural areas. The group here exhibits costumes from (left to right, standing on wall) Montenegro, Serbia, Slovenia, Bosnia and Croatia. Women sitting have dresses from Serbia, the Zagorje, Dalmatia and Macedonia. Outfit of man with back turned is Dalmatian.



**SEACOAST** is rocky and rugged with here and there a sheltered harbor such as Dubrovnik (*above*), formerly called Ragusa, an old port that once rivaled Venice.



**PLAINS AND MOUNTAINS** demonstrate variety of Yugoslavian landscape. Above is the Vojvodina area, a continuation of the great, fertile Hungarian plain. This is Yugoslavia's chief source of bread grains. Below: an ancient bridge, Turkish in origin, spans the Neretva River at the town of Mostar, in western Bosnia.





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A BOYHOOD CHORE was to grind family's grain. As Tito here shows, handle fitted into slot on top millstone.

### TITO SPEAKS CONTINUED

father got home. Our father took him back, and again he returned. This time we hid him in a cave in the woods and fed him secretly for two weeks. By then the estate keeper had given up hope of finding him. We brought him out of the woods and our father relented and let us keep him. He stayed with us for many years and lived to be 16. Polak gave me a lasting love for dogs. I have had one with me whenever it was possible. Later, during the war, as I shall relate, a dog named Lux saved my life.

In Croatia in those years 60% of the population was illiterate. There were few schools, and moreover many peasants distrusted schooling, for it took their children away from the fields and cost them their labor. But in that respect I was lucky. An elementary school was opened in Kumrovec when I was 7 years old, and my parents, in spite of their poverty, agreed that I should go. I had trouble learning. The lessons were in Croat and from having spent so much time with Grandfather Martin I spoke better Slovenian; also I still had my work to do. I had little time for study. I would go to the meadow with a book in my hand, but reading was out of the question. The cow would drag me by the tether wherever she pleased. If I let my eye wander from her or dropped the tether, off she would go into someone else's field. I did rather badly in the first grade. But gradually I learned, and in the fourth grade—as I found when recently I visited my old school—my marks were: conduct—excellent; catechism—very good; Croatian language—good; arithmetic—fair; drawing—good; singing—good; gymnastics—very good; gardening—very good.

The Croatians were Roman Catholics. Along with all the other children of the village I attended church each Sunday, and when I became old enough the priest chose me as an altar boy. He was a big, stout fellow named Vjekoslav Homostarič, and he had a quick temper. One day after Mass he was in a hurry, and I was unable to get his vestments off fast enough to please him. He slapped me across the mouth. The blow hurt; but the damage was more to my pride, for it happened in the church before all my comrades. I never went to church again.

### Self-supporting at 12

THERE are other memories . . . of playing under the walls of Cesargrad, where we boys imagined that we were our own ancestors, storming up against the Black Queen . . . of fishing in the Sutla and cooking the catch by the river bank in a bed of smoldering coals . . . of hunting for hickory nuts and walnuts and raiding the neighbors' apple orchards . . . of games that we played and the miniature wars we boys of Kumrovec fought against the boys of neighboring villages . . . of tending the flocks in the green valley during the hot, long summer months . . . of sitting by the fire in winter, listening to the grownups tell stories of the old days and the young men talk of the far-off places they had seen in their journeys when they went out in the world to look for work. . . . It was a difficult childhood, and yet there were many happy times.

All this ended when I was 12. At that age it was customary for the children of the Zagorje to choose a livelihood: from then on

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**YUGOSLAVIA** was created after World War I to bring together in a common homeland the various southern Slav peoples who had spent most of their histories under the domination of neighboring countries. As small inset map shows, the new nation was built from the independent kingdoms of Serbia and Montenegro,

bits of Bulgaria and large areas of the old Austro-Hungarian Empire. The city of Fiume and nearby area was added in 1947. Result is a country almost as big as Italy and endowed with far greater natural riches but so far economically undeveloped. In contrast with Italy's 46 million population, it has only 16 million.

## TITO SPEAKS CONTINUED

for the household. His village was in a wood on the steep slopes above the river, and I played in the wood and carved whistles and made whips for the horses I tended. This was the job I liked best, for, as early as I can remember, one of my greatest pleasures had been to be around horses. I was riding bareback when my head barely reached the horse's belly. My father had a horse called "Putko" whom I alone could bridle. He yielded only to me. Perhaps some of these feelings came down to me from my Grandmother Broz. I remember her saying, "These women are nothing today. When I was younger I'd ride a horse at a gallop. Count Keglević wouldn't stand for it and he always used to order me to stop and get off. That's what girls were like

in my day. Today they don't dare go up to a calf." I learned in those days that the better you tend a horse the better he will serve you. During the war I made it a point to dismount from my horse, Lasta (Swallow), when climbing a hill, and I urged my men, "Save your horse for the plain."

It was taken for granted in my village that by the time a child was 7, he was already a productive worker. I herded the cattle and took part in hoeing the corn and weeding the garden and—I remember especially—turning the heavy grinding stone that made our grain into flour. Hundreds of times I was wet through with sweat, and the porridge was the sweeter for that. But the hardest of all was not a physical task but was when my father would send me around the village with his I.O.U. to ask someone to endorse it for him.

These were peasants like my father, deep in debt, hungry, with many children. I would have to listen to curses and complaints, and then finally, almost always, they would endorse the I.O.U.

One terrible winter, when there was no food in the house and no wood for the fire, my father decided to sell our sheep dog, Polak. He traded him to an estate keeper for two cords of wood. Welcome as the fire was, we children were inconsolable. Polak was our faithful friend who had even helped us with our first steps; for when we could only crawl, we would reach up to him, hold to his thick fur and draw ourselves to our feet, and Polak would then walk slowly around the room. And so we cried bitterly when we watched our father take him away. Imagine how glad we were when he reappeared even before our



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# GLE by GOOD YEAR

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they were considered self-supporting. For a while I worked for my mother's brother, tending his cattle. For this I received my food, and also my uncle promised that he would buy me a new pair of boots at the end of the year. But he did not keep his word. He took my old boots, which had ornaments on them, repaired them for his son, and gave me a pair which were far worse than my old ones.

He was a stingy man, and I became so dissatisfied under his treatment that at last even he realized that we could not go on with our arrangement and he advised me, "Go, if you think it will be better." Soon afterward a relative named Jurica, a staff sergeant in the army, came to visit in the village. He took an interest in me and told me I should become a waiter; for, he said, waiters are always well dressed, always in touch with nice people and get plenty to eat without too much hard work.

### Father hoped to send him to America

**P**ERHAPS it was the point about dressing well that interested me most. My ambition while I was a small boy was to be a tailor, a natural result of the wish of every little peasant in the Zagorje to have nice clothes. I remember a baron who used to come to our region—an engineer—a big man and strong. He had a car which resembled a carriage and could do about 15 miles an hour. The children would gather around it screaming when he came to a halt. But he lost every bit of respect in our eyes because the seat of his trousers was mended. We said, "What kind of baron is he supposed to be with trousers mended like ours!"

My father was at first cool to Jurica's idea, for he was hoping to be able to send me to America. All of Croatia was in the midst of a depression, work was terribly hard to find, and a large-scale emigration had developed, mostly to America. An aunt of mine had already gone there. Perhaps 250,000 people went from Croatia to America from 1899 to 1913. Many more would have gone if they had had the money. But the journey cost about 400 crowns (\$80), which was a great deal in those times. My father tried to collect the money for my trip, but such a sum was beyond him and finally he agreed to Jurica's suggestion.

And so, at 15, I set off with him to Sisak, a little town some 60 miles away. There Jurica knew a widow and her son who owned a little cafe. It was a pleasant place, with a garden and a skittle alley where the officers and noncoms of the 28th Home Guard Regiment, whose camp was nearby, would come in the evenings and bowl under the big chestnut trees by the light of bright acetylene lamps. A tambourine band played lively music. Nevertheless my new profession soon disappointed me. I learned nothing and I found that I had to do all sorts of jobs, including washing the dishes. After my day's work I had to set up the skittle pins until late at night and be on my feet until the last guest had left.

Soon I met some apprentices who worked for a man named Nikola Karas, a locksmith. They told me that locksmithing was a form of engineering and that engineering was the most beautiful trade in the world; that engineers build ships and railways and bridges—that they are the smiths of modern times. With my family tradi-

CONTINUED ON NEXT PAGE



**FIRST JOB** away from home was at this cafe at Sisak, 60 miles from Kumrovec, run by a widow who was a friend of one of Tito's relatives. Young Tito was hired as a waiter, but also had to wash dishes, set up pins in skittle alley.



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##### LATIN AMERICA

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- ☐ Paricutin Volcano
- ☐ Mexican Bullfight
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- ☐ Island of Bermuda
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## TITO SPEAKS CONTINUED

tion of blacksmithing this appealed to me. I went to see Karas, whom I found to be a kindly man of 60, and he accepted me as an apprentice. From the small amount of money which I had earned from tips in the cafe I bought some blue worker's overalls and began the career that I was to follow, in one form or another, for many years thereafter.

Life as an apprentice was an improvement but it was far from easy: we apprentices (there were always three or four of us) worked 12 hours a day, received very little money and slept on a long table in the shop in winter and in the stable in summer. But such conditions were customary, and Karas himself was a good man and fed us well. I remember those years with pleasure. One of the best things was the opportunity to learn. We apprentices went to the apprentice school twice a week. There, besides our professional subjects, we studied geography, history, language and general knowledge. There was one teacher I did not like at first. His name was Despot and, true to his name, he was terribly severe. We never saw him smile. Then one day I knew why. I was passing the cemetery and saw him lying prostrate over a grave, crying like a child—the grave of his wife, a girl who had once been his pupil, with whom he was very much in love and who had died in childbirth. I withdrew quickly so as not to be seen, and from that time I felt a strange respect for him.

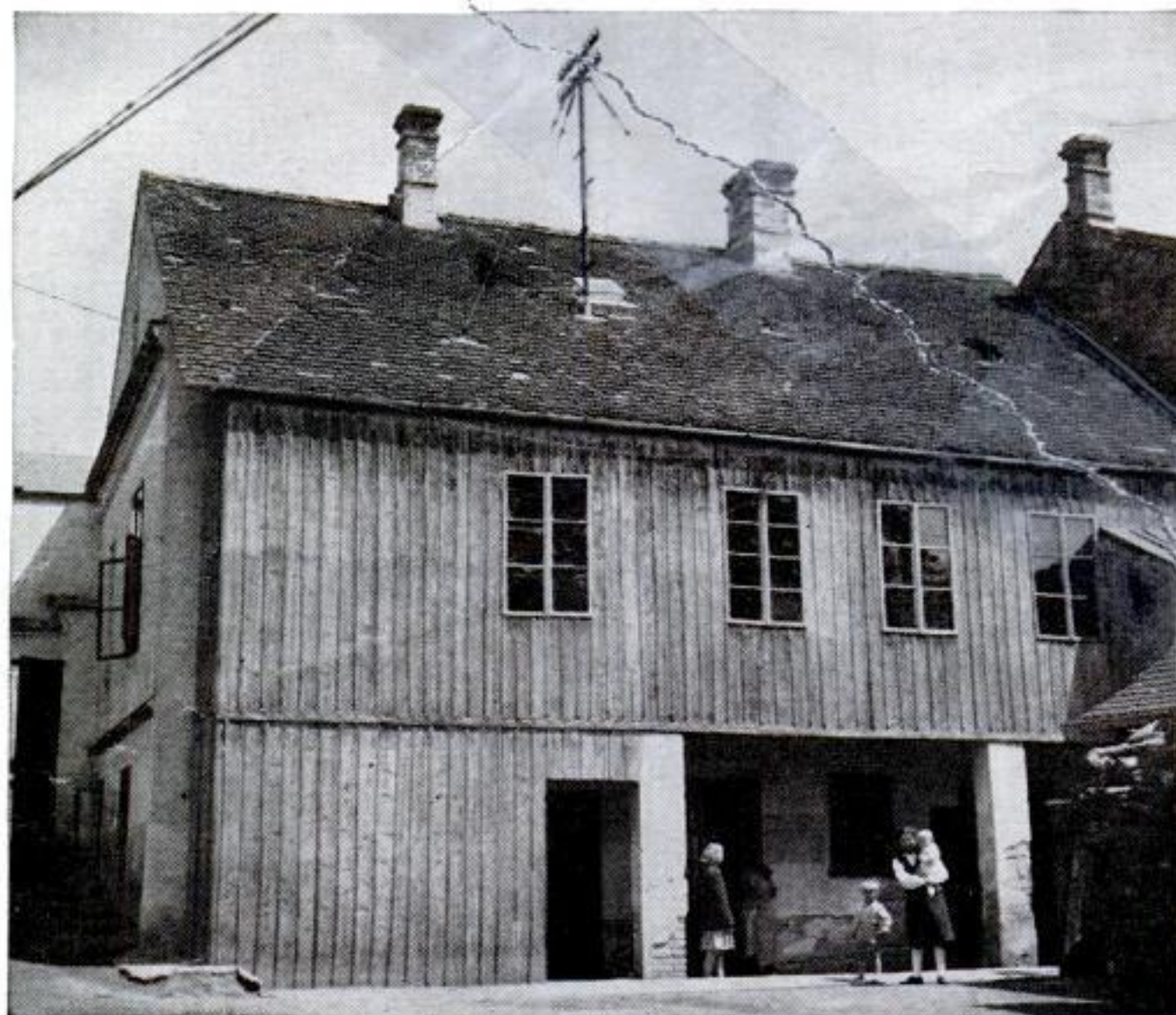
### Ink on the professor's chair

**T**WICE I found myself in trouble during these years. There was another professor whom I did not like much, and on April Fool's Day I took some ink and smeared the seat of the black chair on which the professors sat. But instead of him the director of the school came in, and in white trousers too. I could not open my mouth for wonder. I wanted to tell him what I had done but I kept hoping he would not sit down. He sat. Afterward I confessed and told him whom I had prepared the trick for. He was a good-natured man and forgave me.

The other episode was more serious. I had developed a great appetite for reading—histories, scientific literature, classical novels, adventure stories, everything that came into my hands. One day I got a copy of the newest Sherlock Holmes adventure. I took it to the shop and, while continuing to work, read it aloud to the others. Naturally we were careful to post a sentry at the door. But the story became so absorbing that he forgot his duties. Master Karas came into the shop and crept up silently behind my back. At that very moment the new drill on my lathe broke. Blood rushed to Karas' head and he slapped my face. I dropped the novel and left the shop. Although it was the last month of my three years' apprenticeship, I was so affronted by the slap that I decided to quit.

I found work in a nearby brick factory. Since I was still indentured to him, Karas had the legal right to reclaim me if he wished. He notified the authorities, and shortly I was in jail for the first time in my life. However, Karas had a good heart and he sent food

CONTINUED ON PAGE 89



KARAS' LOCKSMITHY, where Tito learned both his trade as a metal-worker and his early political views, was in the lower floor of this Sisak house.



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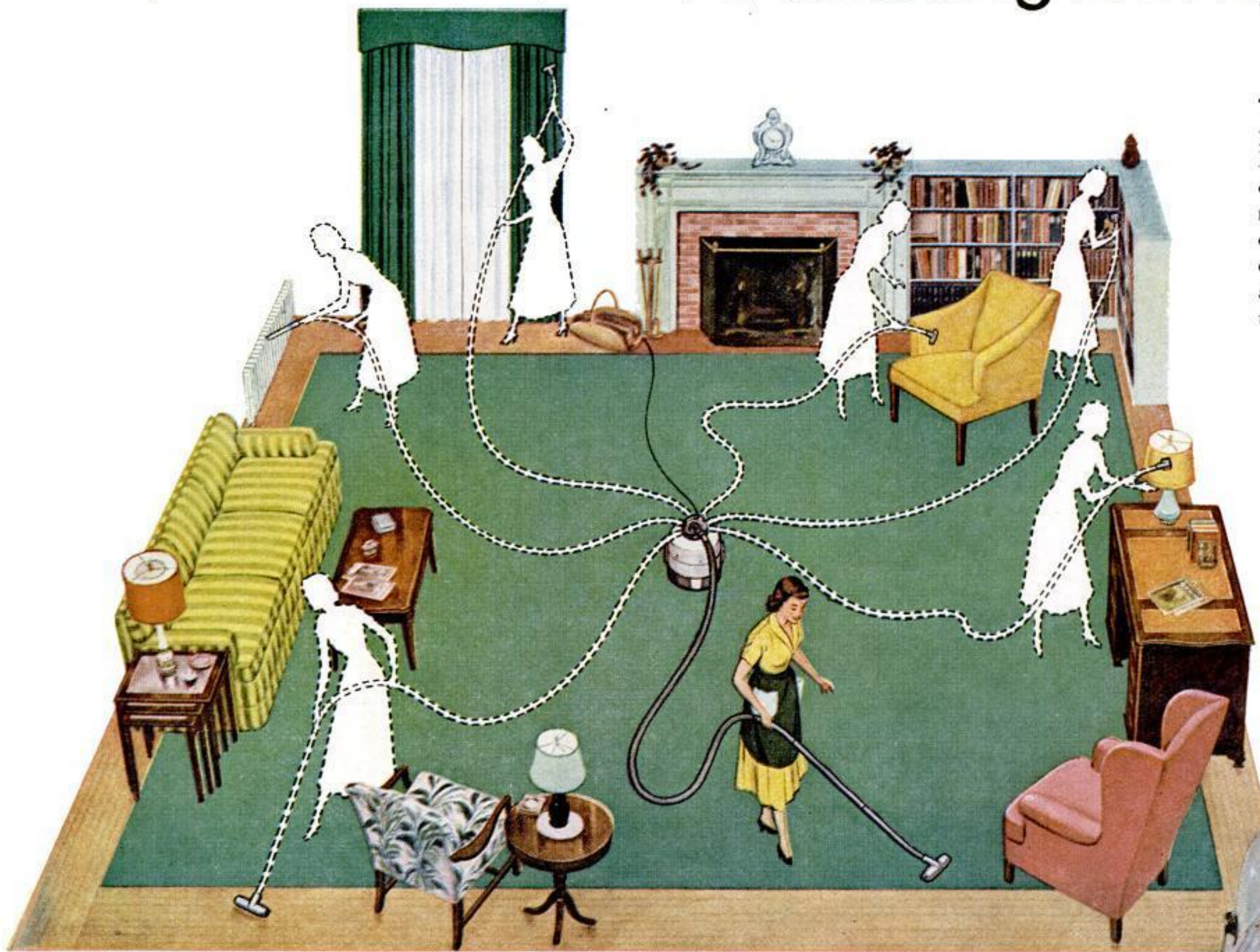
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**FIRST COMMISSION** as a journeyman was to build this intricate wrought-iron banister for district court of Sisak.

## TITO SPEAKS CONTINUED

to me and soon arranged for me to be freed so that I could finish my apprenticeship in his shop. When I had done so he got me my first job as an independent metalworker, which was to build an ornamental iron banister for the staircase of the Sisak district court.


Thus at last, at the age of 18, I had my trade. But, even more important, I had found and even taken a part, however youthful and preliminary it was, in the movement that was to shape my life: the movement of the workers toward social justice. Trade unions in Croatia were very weak in those days and in Sisak there were none, for they were forbidden by the local authorities. I remember how we apprentices first learned of the workers' movement. A journeyman named Schmidt came to Karas' shop from Zagreb in 1909. He was a good-looking boy who wore a red scarf, and he had a friendly, cheerful nature. Unlike most of the other journeymen, he never slapped or beat us. He could talk about all sorts of things, about Halley's comet, and the aviator Farman and other marvels that made our mouths gape. On the eve of May Day 1909 he told us that it was the workers' holiday and that we must bring green boughs and flowers to decorate our workshop. I had many talks afterward with Schmidt and learned more. To my regret he soon moved on, in the usual journeyman's way, but then came another named Gasparić. He was a strong fellow, and he taught us apprentices wrestling in the Greco-Roman style. Gasparić was even more militant than Schmidt. He and some other workers, particularly carpenters and printers, began to meet at the *Lovački rog* (Hunter's Horn) beerhouse to discuss organizing unions. We apprentices were not allowed to go to the beerhouse on our own account, but often Karas would send us to fetch him a pail, and then we used to peep inquisitively into the room where Gasparić and his friends met. They held their talks under difficult conditions. The innkeeper would not allow them to stay unless they ordered something to drink. Within an hour they would become mellow and gay, and nothing else serious would be accomplished. This sort of trouble was common and resulted in the building of workers' halls. There was already one in nearby Brod but unfortunately none existed in Sisak.

### "The suit was gone—stolen"


**G**ASPARIC nevertheless did what he could, which consisted to a large extent of indoctrinating us apprentices. At his suggestion I collected donations for *Free Word*, the Socialist newspaper, and also sold "workers' matches," 5% of the proceeds going to the same paper. I read the pamphlets he brought to the shop for us and, of course, *Free Word*, which gave us news of the workers' movements in other countries. I remember especially the stories of the persecutions in Russia, of the 12 Japanese Socialists who had been sentenced to death by the Mikado, and of the "Socialist Republic" that was being formed in Milwaukee, where the Socialists had won the election. How different in Croatia, where the Social Democrats had only one deputy in the parliament. But

CONTINUED ON NEXT PAGE

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## TITO'S BROTHERS AND SISTERS

Tito's brother Stjepan (right), who is only a year and a half younger, joined him in 1908 at Sisak and also became a locksmith. He now lives in the village of Bratina a few miles south of Zagreb, where he farms and still practices his old trade part time. Another younger brother, Vjekoslav, is a janitor in an apartment house in Zagreb. An older brother, Martin, is a retired railway worker who lives at Sopron, Hungary. Tito has not heard from him since Yugoslavia's break with the Cominform in 1948. Two younger sisters also survive: Matilda, who married a peasant named Oslaković and lives in the village of Kranjica, not far from Stjepan's village, and Tereza-Rezika, who is married to a shoemaker named Ferjančić and lives in the town of Samobor a few miles southwest of Zagreb. Except for Josip, none of the seven Broz children who grew to adulthood became Communists or took part in politics. Several of his nephews, however, joined the Partisans and three were killed.



STJEPAN BROZ

## TITO SPEAKS CONTINUED

there, because of the property qualification, only 7% of the people could vote. In my own village there were only three voters. I was filled with the ambition to do something about these conditions, and when I was ready to set out on my own I was, as it will be easy to understand, an ardent sympathizer of the Social Democratic party and looked forward eagerly to joining a trade union.

I went to Zagreb, the capital of Croatia, and soon found a job at a locksmithy. A few days later I joined the Union of Metal workers and at the same time I became a member of the Social Democratic party. Then I set myself to hard work, for I had a long-standing wish: to buy myself a new suit and visit my village well dressed. With saving and stinting I finally amassed 30 crowns (\$6). With 20 crowns I bought the suit of my dreams. I took it to my room and returned to the shop to bid my farewells. When I came back the suit was gone—stolen. Sadly I went to a secondhand shop and for four crowns bought an old suit, so as at least not to go to Kumrovec in the clothes I had worn as an apprentice.

I enjoyed a happy reunion with my parents and friends. I had a little money left and was able to buy drinks at the tavern for old friends and also to lend something to my father. Then, with what was left, I set off for Ljubljana, the biggest city of Slovenia. But the times were bad and I found no work. I decided to try Trieste but as I had no money for the train I was forced to make the journey on foot. It was 70 miles through the snowy mountains and it took me three days. To complete my discomfort I awoke from sleeping in a stable to find that a cow looking for salt had torn my suit nearly to bits. And, as I found, there was no work to be had in Trieste either. I walked back through the snow to Kumrovec and spent the next weeks with my parents, then went to Zagreb, where at last I managed to find a job in a mechanic's shop where I helped repair motorcars, bicycles and similar machines. The pay was small but I managed to save enough to buy a new suit and even to afford Upton Sinclair's *The Jungle* (which cost a day's pay), meantime also helping my father, whose finances seemed never to improve. There in Zagreb I took part in my first strike. The conditions of locksmith workers—as indeed that of all the working class—had worsened during 1911 because of the increasing cost of living. The employers paid no attention to our grievances and finally a strike was voted. It lasted six weeks and ended in the employers' meeting our most important demands.

## "I was a test driver"

IN those days it was customary for Croatian workers to journey abroad, usually to Austria, Germany, Bohemia and Switzerland, where the more advanced technologies enabled them to improve their skills. I talked about this with old Knaus, the master of the shop, and he encouraged me: "You see, when I was young I also went into the world. I learned German and my trade." And so I set off: first to Slovenia, where I found work in a metal factory, then to Bohemia, where for a time I worked in the Skoda Works



at Pilsen; to Munich, to Mannheim and the Ruhr, and to Vienna and then to Wiener Neustadt, where I worked in the Daimler factory. For a time I was a test driver there, running the big, powerful cars with their heavy brasswork and rubber bulb horns and outside hand brakes to put them through their paces. These were useful experiences. My outlook was broadened by contact with the world; I learned to speak German fluently and Czech fairly well; I read widely and got acquainted with the workers' movements in the many aspects and conditions of that day. I liked traveling. But by then it was 1913, I was 21, and the time had come to return to Croatia to do my military service in the army of the Austro-Hungarian Empire.

Service in the Austro-Hungarian army did not attract me for several reasons. It was an army of oppression which not only held my people in thrall but served as an instrument to enslave other nations. Furthermore it was an old-fashioned and unintelligent army. It operated by rule and formula, and instead of teaching men how to fight it taught them only how to drill. Individual initiative was strongly discouraged. However, I used the opportunities to learn as much about military science as I could. I became the youngest sergeant major in the regiment. I won the regimental championship in fencing (and later the second prize in the all-army championship in Budapest) and also became a good skier.

The war broke out in 1914. There was great feeling against it in Croatia and naturally also in our regiment. Most of us saw in the war the possibility of finally freeing ourselves from the yoke of the Habsburg Empire. I spoke to the soldiers in this vein, was betrayed by an old sergeant major loyal to Emperor Francis Joseph and found myself jailed in the fortress of Petrovaradin on the Danube.

The place was a real den, with not a single window in the walls. Left in the darkness, I began to grope on all sides. "Komm hier, komm hier," I heard a voice say. I told my cellmate my name and that I was a worker. He was a German soldier and also a worker. He told me he had been in the cell two weeks and had not been questioned once. Profiting by his story, I began to raise a din, pounding the door with my fists and demanding to be brought before the commandant. After four days I succeeded. The commandant luckily believed one of the witnesses, who was a friend of mine, and not the sergeant major, and I was acquitted.

### "My first encounter with Russians"

SOON afterward my regiment was transferred to the Carpathians, where I had my first encounter with Russians. They had crossed the Carpathians in a big offensive and it was our job to help try to drive them back. We had very heavy losses—our one regiment lost about 25,000 men during the whole war, with new battalions constantly arriving to fill the gaps. I learned to hate war then. We were exhausted and had nothing to fight for. I was most interested in scouting because it required a clear head. Soon my wishes were granted and I was given command of a platoon which night after night crossed the enemy lines and operated deep in the enemy's rear. We were very successful and the reason, I believe, was that I took care of my men, saw to it that they were not cheated on their food rations, that they had shoes and the best possible sleeping accommodations, and talked with them about their homes and families. Therefore they trusted me. Once we surprised 80 Russian soldiers who had gone to sleep in a house and had left no sentinels. Some of my men proposed killing them, but

CONTINUED ON NEXT PAGE



MOTHER'S BURIAL PLACE was this weedy cemetery near Kumrovec. Marija Broz is remembered as hard-working, self-respecting, deeply religious.



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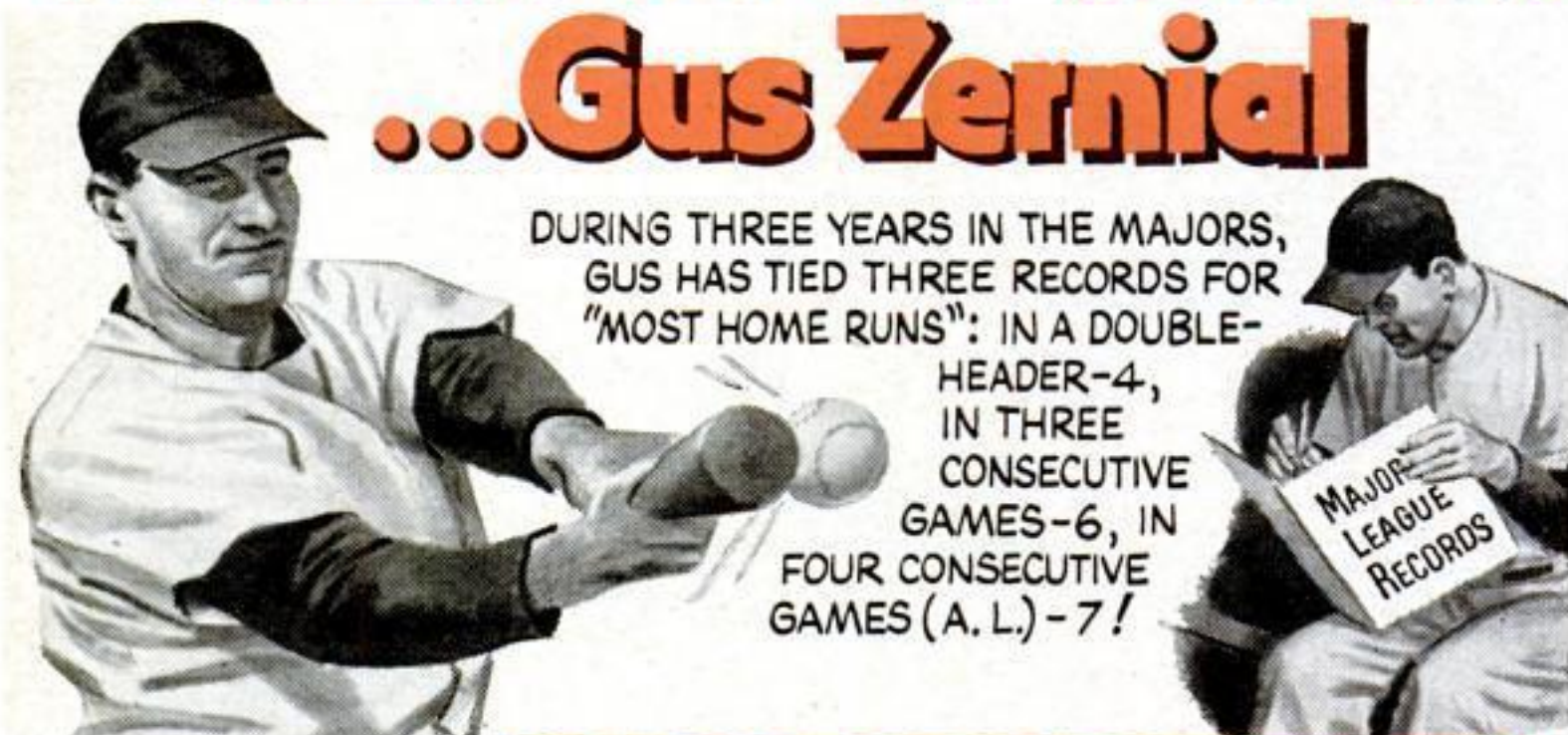
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## TITO SPEAKS CONTINUED

I have never believed in useless bloodshed, and we brought them all back to our line.

In the spring of 1915 a new Russian offensive began in the Carpathians. (After the last war I learned from Marshal Tolbukhin, who led the Soviet forces into Belgrade, that he had been on the same sector of the front as a noncommissioned officer on the Russian side). On March 22, on Easter Day, my regiment was holding a position near the small town of Okno. The Russians threw a surprise attack at us. Our officers were in the rear at headquarters celebrating Easter. We held against the infantry advancing frontally against us, but suddenly the right flank yielded, and through the gap poured cavalry of the Tcherkezi, a tribe from Asia. Before we knew it they were thundering through our position, leaping from their horses and throwing themselves into our trenches with lances lowered. One of them rammed his two-meter, iron-tipped, double-pronged lance into my back just below the left arm. I fainted. Then, as I learned, the Tcherkezi began to butcher the wounded, even slashing them with their knives. Fortunately the Russian infantry reached the positions then and put an end to the orgy.

Thus I became a prisoner of war. I found myself in a hospital that had been an old monastery, near Kazan. My wound was deep and troublesome, and in my weakened state I also got pneumonia. In my delirium, I later learned, I used to accuse the saint on an icon in my room of wanting to steal my clothing and belongings. It was 13 months before I was well. During the long convalescence I learned Russian and managed to read a great deal of Russian classical literature—Tolstoi, Turgenev, Pushkin and others. After my recovery I was transferred with some other prisoners to the town of Ardatov. As a noncommissioned officer I was not required to work. But I disliked idleness and asked for a job. I was assigned as a mechanic in a mill, but there was not much to do so I had time for more reading. Then I was transferred to the Urals and from there to Kungur in Siberia, where I supervised other prisoners who were employed on the railway. Some of the Russian workers, curious to see who we prisoners were and what we were like, came to meet and talk with us. I formed close connections with them. (The local Soviet sent birthday greetings to me in 1948 only a few weeks before our break with the U.S.S.R.) Consequently, when Kerensky's February 1917 revolution came, I was arrested by the Czarist police as a suspected radical. Kungur had the worst jail I ever saw in my life—and after this I lay in many jails.

Finally I was released in May 1917, and to make sure that I would not be rearrested I went to Petrograd, where I arrived just before the great July demonstrations organized by the Bolsheviks against the Kerensky government. I took part in them and as a result was forced to flee again, this time to Finland. I was arrested there and accused of being a Bolshevik, but I explained that I was a Croat prisoner of war and was released. I took the chance of returning to Petrograd, thinking my best chance to lose myself in the masses lay there, but soon I was discovered and arrested again. I lay in a cell of the Petropavlosk Fortress, where the Neva River reached almost to the windows and the cell swarmed with huge rats. After three weeks I was ordered sent back to Kungur. The train to Siberia was slow and I managed to jump from it and escape. I made my way to Omsk. The day I arrived there was the day the October Revolution of the Bolsheviks broke out.

## Life among the Kirghizi

IT is frequently written that I played a considerable part in the October Revolution. Unfortunately that is not true. I at once joined the International Red Guard made up of prisoners of war, but my unit was never sent into the fighting. For that matter, nearly all the Guard had to be content with sentry duty and similar work at Omsk. One day in 1918 the Czech Corps, presumably on its way to the western front, staged a coup in favor of the Whites and attacked and broke up our Guard. A White terror followed in Omsk. I managed to escape and took refuge in a village some 35 miles away.

The village was one of those inhabited by the Moslem Kirghizi, a people who lived a primitive, half-nomadic life. In the autumn and winter they dwelt in dugouts and in summer they moved to tents. However, their chief, a man named Isaiah, had acquired a motor mill and he needed a mechanic to operate it. He took a liking to me. He was a powerful friend to have, for he was the supreme judge of the Kirghizi and personally owned more than 2,500 horses in the steppes. My own knowledge of horses came in handy almost at once. A few days after I arrived in the village a festival began,

CONTINUED ON PAGE 94





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A GOOD WATCH AT A BETTER PRICE

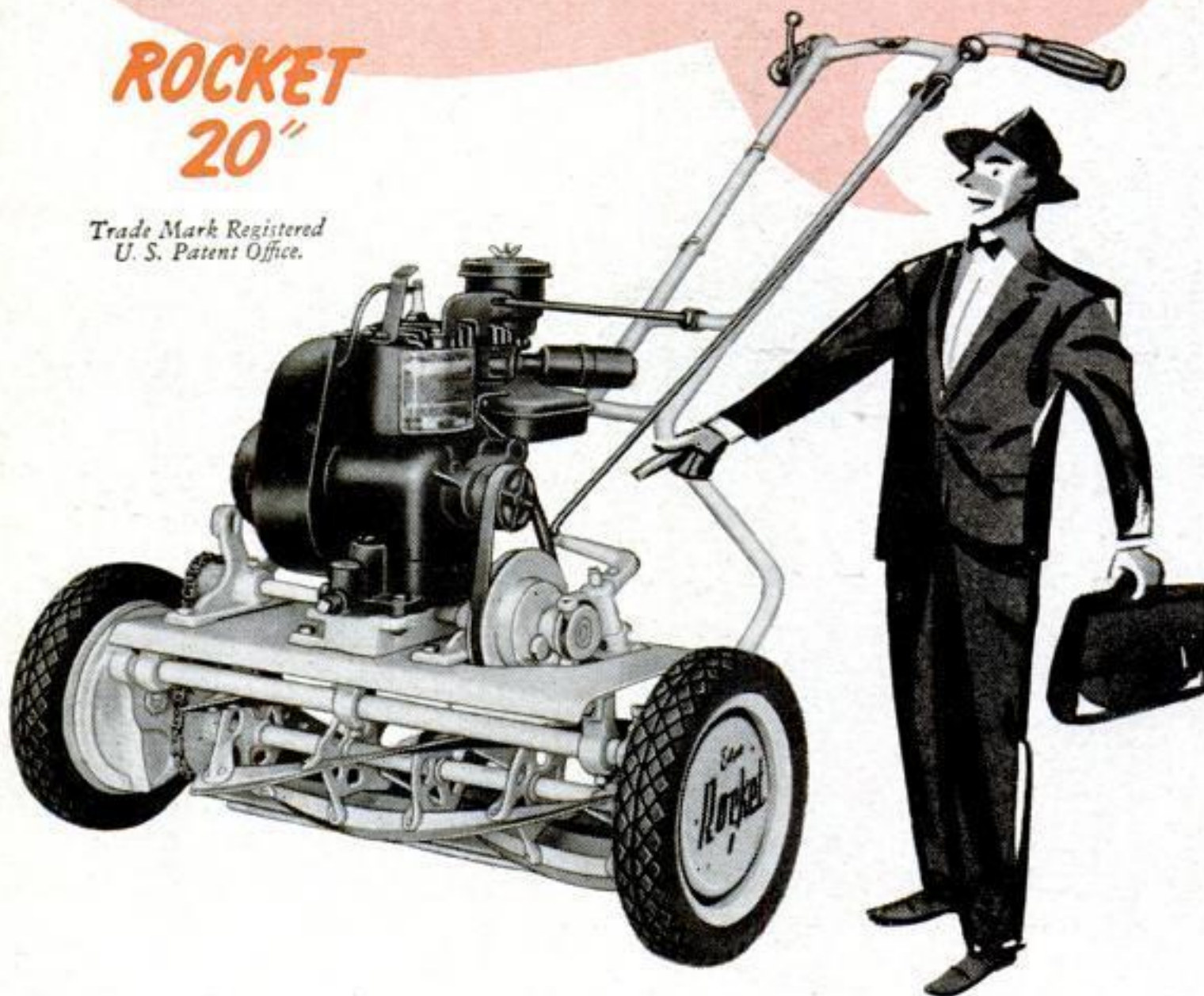
All prices shown include Federal Tax, and are subject to change without notice.



# WHY PUSH A LAWN MOWER?

**ROCKET  
20"**

Trade Mark Registered  
U. S. Patent Office.



## Eclipse POWER LAWN MOWERS

Pushing a lawn mower is from 10 to 20 times more strenuous than walking. Why take chances with your health when an Eclipse Power Mower will do the job so much easier...so much better. Millions of satisfied owners endorse the unmatched handling ease and precision performance of their Eclipse...are assured spare parts and reliable service at all times. Don't compromise with your health or with quality. Take a tip...order your Eclipse in advance to avoid any delivery delays due to the urgency of important defense work. Authorized Parts and Service Distributors are located in most Metropolitan Areas.



### Want a Beautiful Lawn?

Eclipse commissioned an outstanding authority to write this handy booklet. Packed with facts and helpful hints, it's yours for the asking.

*Finish Faster...Feel Fresher...with an Eclipse*

**THE ECLIPSE LAWN MOWER CO.** 2604 Railroad Street, Prophetstown, Illinois  
Division of Buffalo-Eclipse Corporation

Eclipse Power Lawn Mowers are manufactured in Canada by MAXWELL, LIMITED, St. Marys, Ontario

*A Complete Line of Hand and Power Models by Eclipse*

### Only Eclipse offers all these Features:

- Power driven wheels.
- Power driven heavy duty reel.
- Power driven sharpener.
- Finger-tip controls.
- Dependable 4-cycle power.
- Five sharp durable blades.
- Oil tempered lower knife.
- Timken bearings in reel.
- Patented floating natural-grip all steel handles.
- Positive action clutch.
- Diamond roller chain drive.
- Goodyear puncture proof tires.
- Beautiful "all-weather" finish.
- 50 years' experience devoted solely to the design, engineering and production of quality lawn mowers.

## TITO SPEAKS CONTINUED

and tribal members rode in from remote regions to attend. At one point a horse was led from a dark tent. It was well fed, but it had never been saddle-broken. My hosts suggested that I try to ride it. The horse reared and pawed the air furiously but I finally managed to get him saddled and bridled. He rode off with me like the wind straight into a small wood, and as we crashed through it the branches smote me, leaving bloody streaks across my face. Nevertheless, after half an hour's mad race, I calmed him down and rode back among the Kirghizi. From that moment our relations were good.

Isaiah helped me buy a fine mare called Mercedes. I also obtained a dog, but wolves accounted for it. Later I found another dog, a young wolfhound, which grew to be strong and fought well against the wolves. I caught two wolf cubs and tried raising them, but when they became big enough they escaped to the woods.

### "My first child . . . died after two days"

I STAYED with the Kirghizi for many months. I learned their language, dressed as they did and lived their life. But then at last the area was freed from the Whites and I could leave in safety. Isaiah sent me by sleigh to Omsk. On the way I was met by a gang of mounted bandits. The chief aimed a rifle at my breast but before he pulled the trigger I managed to convince him that I was a poor prisoner of war and he let me pass. In Omsk I found a 17-year-old girl named Polka, whom I had met there before, and soon married her. Early in 1920 we went to Petrograd and from there, with many difficulties, we finally arrived at the Yugoslav border. There, suspecting me because I was coming from Russia, the authorities arrested me. We were released after a few days. And so at last I came home to the Zagorje in September 1920. It had been six years since I left, and I hurried to Kumrovec to see my family. They were not there, but I learned that they had moved to another village not far away. I arrived there one night and found my father and one of my brothers at their evening meal. They told me that my mother Marija had died in 1918.

Only a few hours later my wife gave birth to my first child, a boy. But he died after two days.

In sadness we went to Zagreb. There I found work in a machine-shop. Within a few days I joined the new Communist party.



TITO AND TOLBUKHIN fought on the same sector of the front but on opposite sides in World War I. In the last war both became marshals. In 1944 Marshal Tolbukhin (who died in 1949) led the Soviet forces that helped Marshal Tito's forces liberate the Yugoslav capital of Belgrade.

## NEXT WEEK, PART II:

### PERILS OF THE UNDERGROUND

Union organizer . . . Clandestine work . . . Hunted by the police . . . Rats, lice, slops . . . How to go on a hunger strike . . . Russia . . . Moscow dictates to Yugoslavs . . . The treacherous party officer . . . Member of Comintern . . . Leader of his country's Communists



# BEST RUN

*FOR YOUR MONEY!*

**PROVED IN**  
**Mobilgas Economy Run!**

For the third successive year, amateur drivers put latest model American stock cars through their paces—over a gruelling course that duplicated almost every driving condition you would encounter in a full year.

And again they proved that you, too, can get improved mileage if you will...keep your car in top shape with Mobil-Care...fill up with Mobilgas or Mobilgas Special...use Triple-Action Mobiloil...drive sensibly!

For all the gas mileage your car can deliver, see your friendly Mobilgas dealer today!



## Mobilgas

**SOCONY-VACUUM**

No Wonder It's America's Largest Seller

# Get All the Gas Mileage Your Car Can Deliver

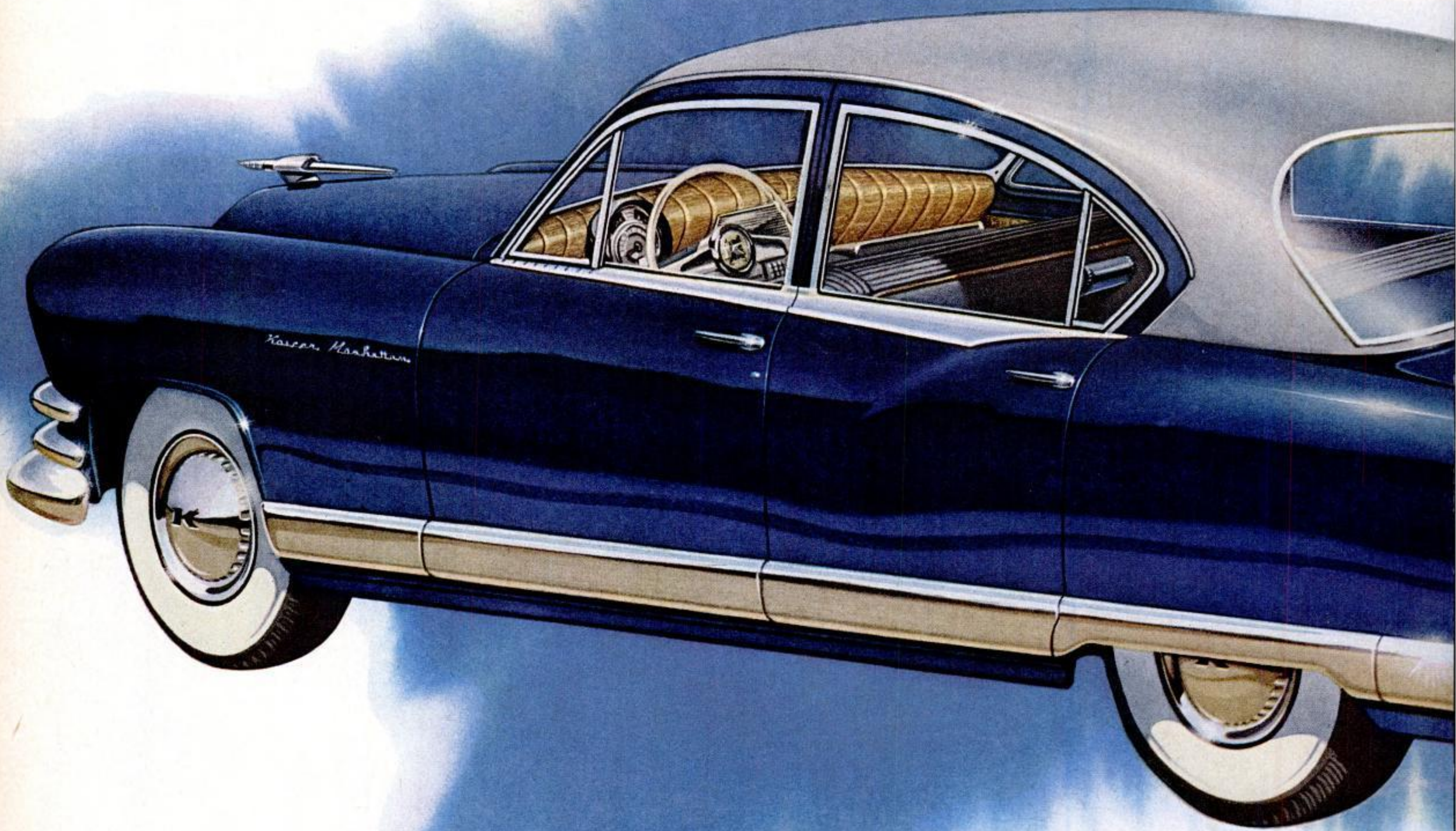
*At Your Mobilgas Dealer's*

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



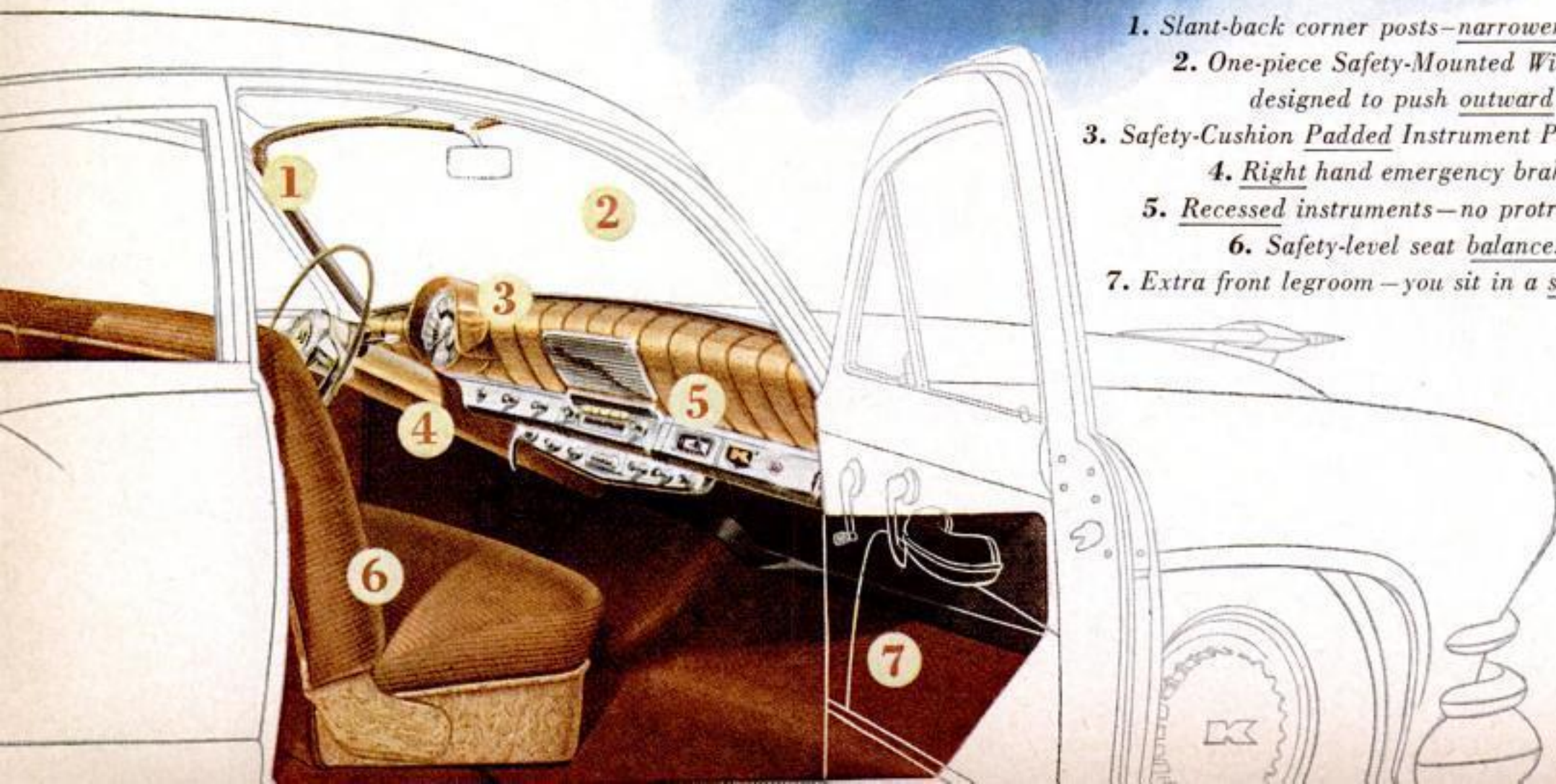
Presenting...the newest achievement  
of Kaiser's Anatomic Engineering...

# the New



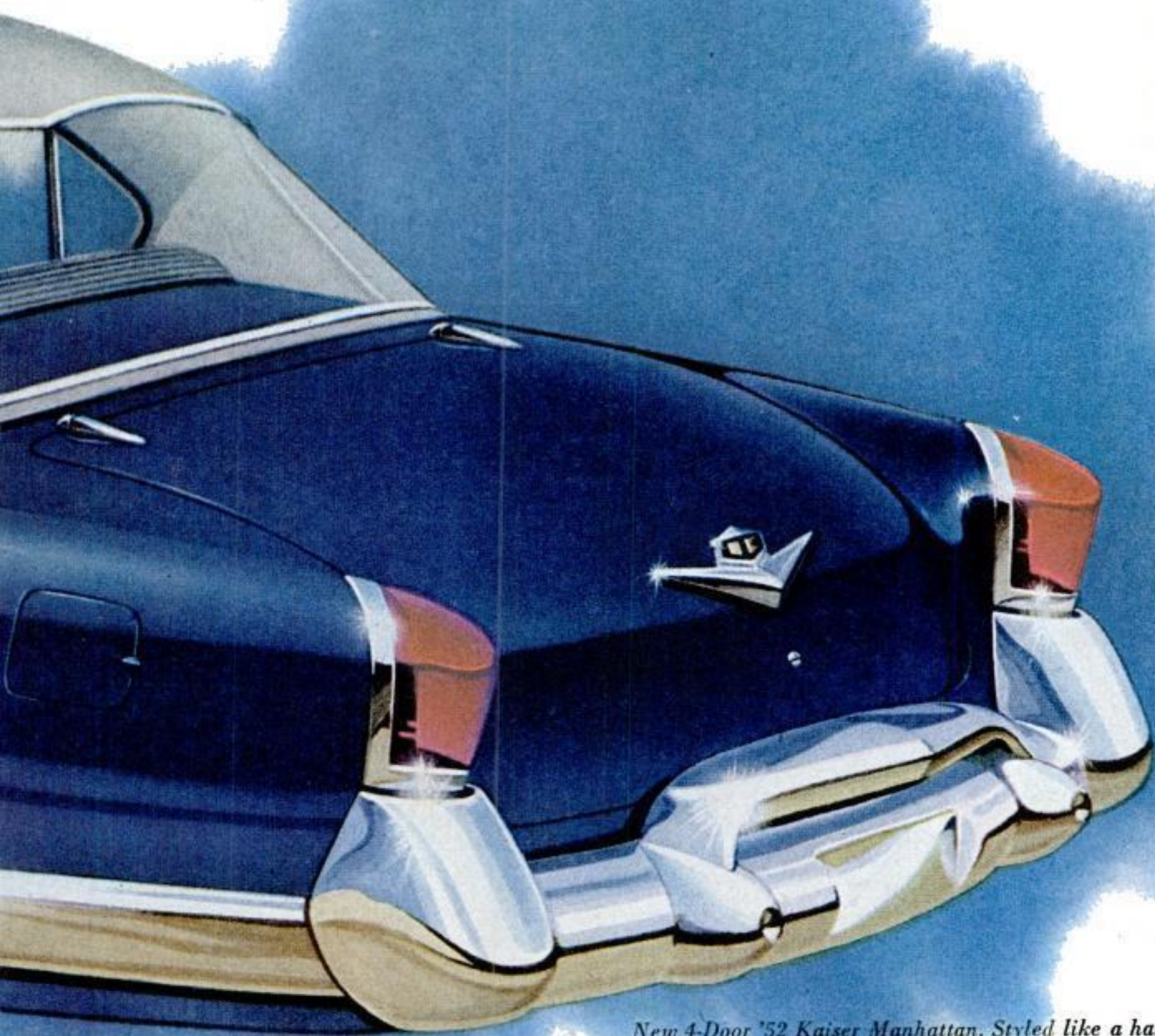
## See the

1. Slant-back corner posts—narrower—no "blind spots"!
2. One-piece Safety-Mounted Windshield—  
designed to push outward upon severe impact!
3. Safety-Cushion Padded Instrument Panel!
4. Right hand emergency brake!
5. Recessed instruments—no protrusions!
6. Safety-level seat balances you more safely!
7. Extra front legroom—you sit in a safer position!





# '52 *Kaiser* Manhattan



*New 4-Door '52 Kaiser Manhattan. Styled like a hardtop, priced like a sedan! White wall tires extra when available.*

## *world's safest front seat!*

### ***America's Most Advanced New Car***

At last, you and your family can drive with real peace of mind! For, thanks to Kaiser's advanced "Anatomic Engineering,"\* you now can relax in the *safest front seat* ever created for an automobile!

Safety engineers...doctors...insurance experts will acclaim this brilliant safety feature—one of many of Kaiser's great advancements for 1952! Combined with it are Kaiser's *smoother* new Flying

Shadow Ride...*lowest* center of gravity for greater roadability...*easier* new Curve-Master steering... *largest* glass area of any sedan...largest Panoramic one-piece windshield...*thrifter* new Supersonic power...*luxurious* new "custom" interiors!

What's more, you enjoy all this—plus Kaiser's handsome new "hardtop" styling at sedan prices!

So...*"take off the blinders"* and look at the new '52 Kaiser today! You'll see why it's *your*

*safest buy today!* You'll discover that Kaiser's Anatomic Engineering gives you a *better* and *more beautiful* car for your money! **Phone your Kaiser★Frazer dealer for a demonstration now!**

**\*Kaiser's Anatomic (Ana-TOM-ic) Engineering:** the newest, most advanced step in motor car making. The principle of engineering the anatomy of the car to suit the needs of human anatomy!

©1952 KAISER-FRAZER SALES CORPORATION, WILLOW RUN, MICHIGAN





Every minute  
23 more people  
switch to

*new* Sheaffer's  
TM\*

NEW VALIANT TM\* PEN, \$12.50  
MATCHING PENCIL, \$5.00  
BALLPOINT, \$5.00  
14K BANDS FOR SIGNATURE ENGRAVING  
OPTIONAL AT SLIGHT EXTRA COST

*pencil-slim*

Why don't YOU test it today!

From store opening to closing time—every day of every month of one full year—twenty-three people every minute switch to Sheaffer's TM\*. Words flow smoothly from its big 14K gold point. Its near-magic Touchdown filler makes refilling a one-stroke certainty—its capacity amazing. Sheaffer's self-adjusting innerspring clip makes TM\* the hardest pen in the world to lose. And the trim TM\* design is finger-easy beyond imagination. TM\* is so decisively superior, there can be no "second choice" . . . unless you are willing to accept less than the best in the pen you want to own or give. Even if you write as little as ten words a day, you owe yourself the comfort and pleasure of Sheaffer's new TM\*.

Sheaffer's from \$3.75

**SHEAFFER'S**  
WHITE DOT OF DISTINCTION

NEW \*THIN MODEL

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A. IN CANADA: MALTON, ONTARIO

STATE AND FEDERAL TAXES ADDITIONAL  
COPYRIGHT 1952, W. A. SHEAFFER PEN CO.



# GRIM BUT FUNNY

Cancer cartoon makes comparison between ills of men and machines

The grim subject of cancer, usually handled with deadly seriousness, gets warm and human treatment in a cartoon, "Man Alive!" released by the American Cancer Society. Made by the producers of *Rooty Toot Toot* and *Gerald McBoing-Boing* (LIFE, March 10, 1952, Jan. 15, 1951), the film puts over an important message by a neat play-off between the automotive and gastric ills of its hero, Ed Parmelee. Ed's car has

been acting up, but instead of taking it to a professional (who might give him the bad news he is afraid to hear) he gets amateur advice and tries "money-saving" methods (below, left). Ed's stomach, too, has been giving him trouble, and he treats it the same way (below, right). But at long last he takes his troubles to specialists. Moral: if everyone would do the same, twice as many people could be cured of cancer.



SIDEWALK LOAFERS OFFER ED VARIETY OF BAD ADVICE ABOUT HIS CAR



GHOULISH GOLFERS SCARE ED SILLY WITH TALK ABOUT POSSIBLE CANCER



CONFUSED AND WORRIED, ED BROODS OVER THE HIGH COST OF REPAIRS



FRIGHTENED AND GLOOMY, HE CONJURES UP FALSE IDEAS ABOUT CANCER



TO PUT OFF MECHANIC'S BILL, HE TRIES WORTHLESS ENGINE COMPOUNDS



TO PUT OFF DOCTOR'S DIAGNOSIS, HE STARTS TAKING PATENT MEDICINES



## You are invited to join these 20 famous men

LUCIUS BEEBE  
GEORGE BIDDLE  
LOUIS BROMFIELD  
LOUIS CALHERN  
FRANCIS GROVER CLEVELAND  
ELY CULBERTSON  
THE DUKE DI VERDURA  
DENIS CONAN DOYLE  
MAJ. GEORGE FIELDING ELIOT  
CEDRIC HARDWICKE

DENNIS KING  
PAUL LUKAS  
LAURITZ MELCHIOR  
THE MARQUESS OF MILFORD HAVEN  
CONRAD NAGEL  
WILFRED PELLETIER  
NORMAN ROCKWELL  
ALBERT SPALDING  
JAMES THURBER  
ERNEST TRUAX

## one of the world's most distinguished clubs

• You are never too young to begin taking a young man's care of your appearance. And because it is so important, you, too, belong with these distinguished members in this world-famous After-Shave Club.

Like other Williams preparations, Aqua Velva has an extra youth preserving quality. It contains a very special tonic ingredient for the skin. This wonderful substance leaves your face with its natural

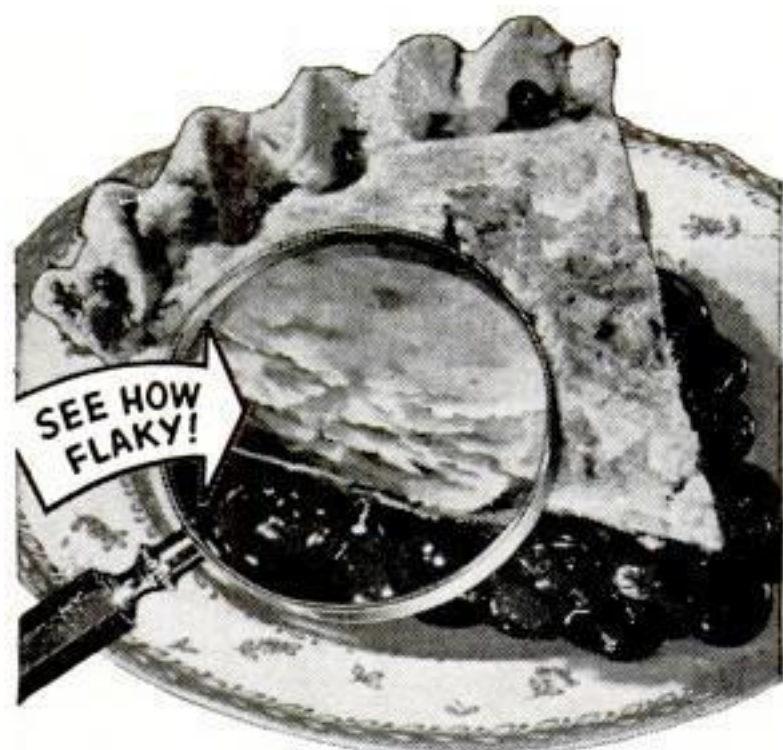


moisture intact . . . helps protect it from sun, wind and cold.

To freshen and "firm-up" your skin, to help keep your face looking and feeling young, make a habit of using Aqua Velva after every shave. Its quick-refreshing feel, its tangy scent will show you why it is the world's most distinguished after-shave lotion.

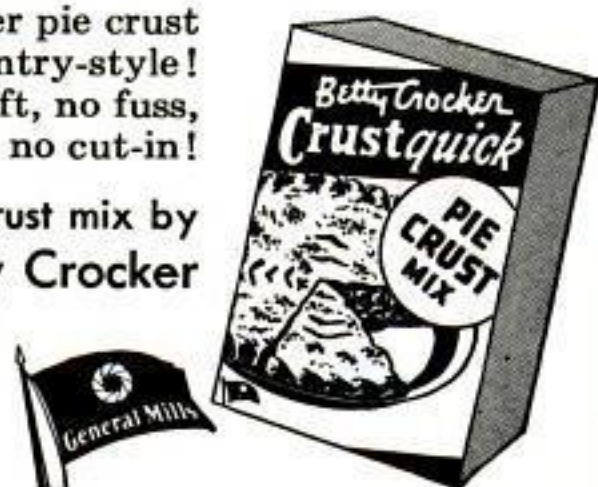
Join the After-Shave Club . . . use Aqua Velva tomorrow morning.

## Make my pie country-style with Crustquick!



Tender pie crust country-style! No sift, no fuss, no cut-in!

pie crust mix by Betty Crocker



**Wagemaker's WOLVERINE BOATS**

There's a reason more people prefer a 'Wolverine.' From the inner construction to the smartly styled exterior appointments, there is quality to make you proud to be the owner of a 'Wolverine.' See the new, improved line of over 50 models. Free literature.

**WAGEMAKER COMPANY**  
Dept. 50 GRAND RAPIDS, MICHIGAN

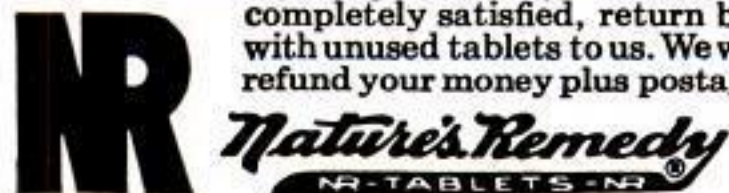
## IT'S GREAT TO BE REGULAR



### ALL-VEGETABLE Makes The Difference

Thousands of modern men and women in all parts of America have turned to Nature's Remedy, NR Tablets for dependable, yet gentle relief, when a laxative is needed. They know that the all-vegetable idea is so right. They find an NR at night produces thorough morning regularity with no perturbing effects. It's so kind to the system.

Try NR at our expense. 25 tablets only 25c. Buy a box at any drug store. Try them. If not completely satisfied, return box with unused tablets to us. We will refund your money plus postage.



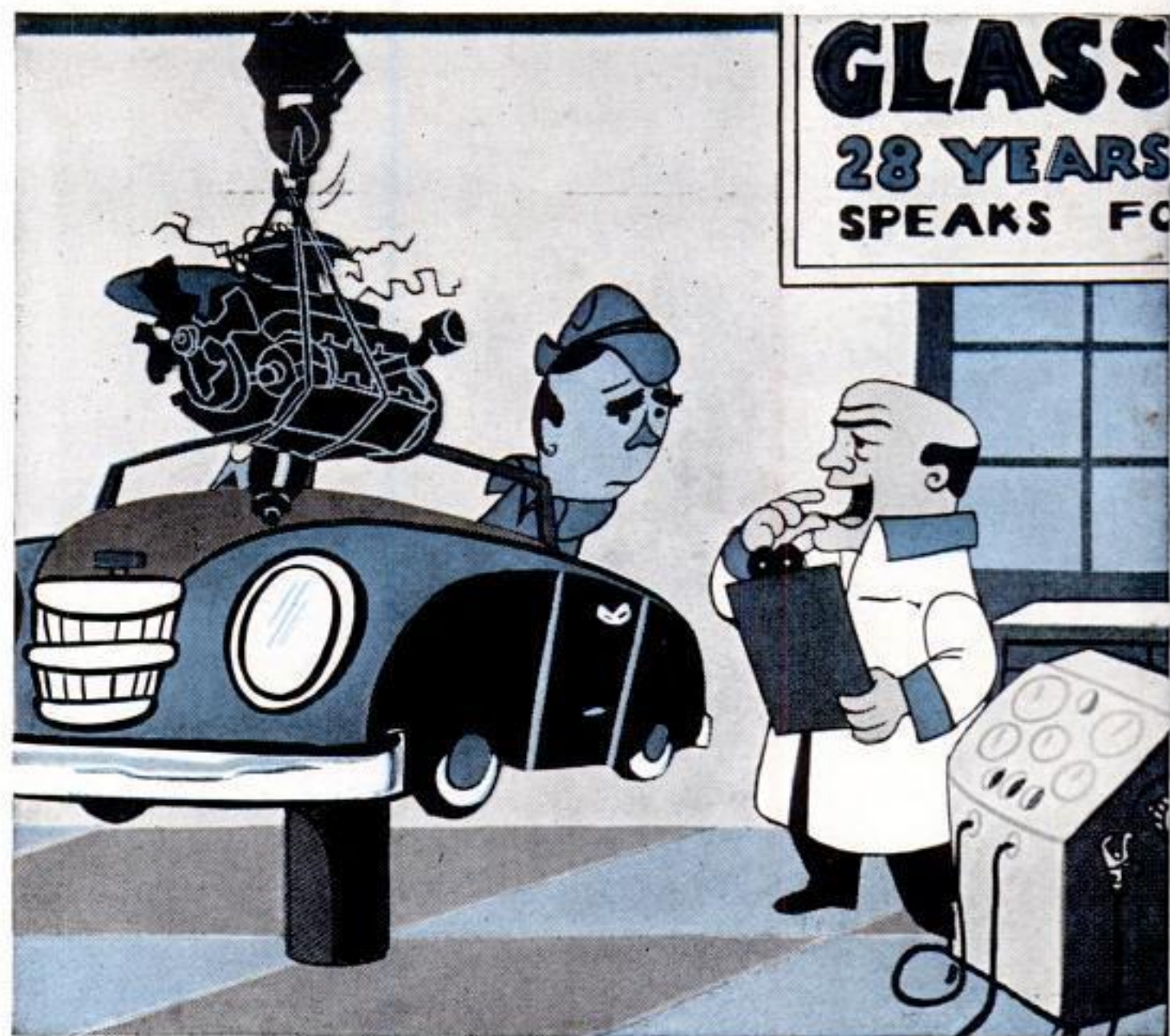
## Cancer Cartoon CONTINUED



ENGINE TONIC EXPLODES IMPRESSIVELY BUT DOES NOT HELP HIS AUTO



ED TAKES HIS AUTO TO A NO-GOOD CUT-RATE MECHANIC, WHO RUINS IT



FINALLY HE TAKES HIS BEAT-UP AUTO TO A GOOD GARAGE . . . TOO LATE





**Spanish Rice, Monarch Style**  
U-m-m! Serve it alone in all its flavor goodness—plump, fluffy rice, rich, ripe tomatoes, tasty green peppers. Just heat and eat. Or combine it with left-over meats. Other serving suggestions shown on label.

# add punch to your lunch!



**Red Kidney Bean Salad!**  
The tastiest kidney beans you've ever served! Just add your favorite Monarch Dressing. Tested recipes given on label.

Here are four luscious lunch ideas you can whip up in a matter of minutes! Every one packed with nourishment and downright goodness—economical too! Because every one is Monarch—that means "Definitely Finer"! Each is a filling, nutritious, taste-tantalizing meal in itself. Or serve two of them together for a "company style" feast! And for the most wonderful, flavorful beverage with every meal—always serve Monarch coffee or tea!



**Peanut Butter and Jelly Sandwiches**  
—Monarch-luscious! Quick and easy! The most delicious, nutritious lunch or between-meal snack you ever tucked into a sandwich!



**Speedy Citrus Salad**  
—and what good eating! Just arrange Monarch's huge, juicy Grapefruit and Orange Segments on lettuce, with or without a Monarch Dressing.



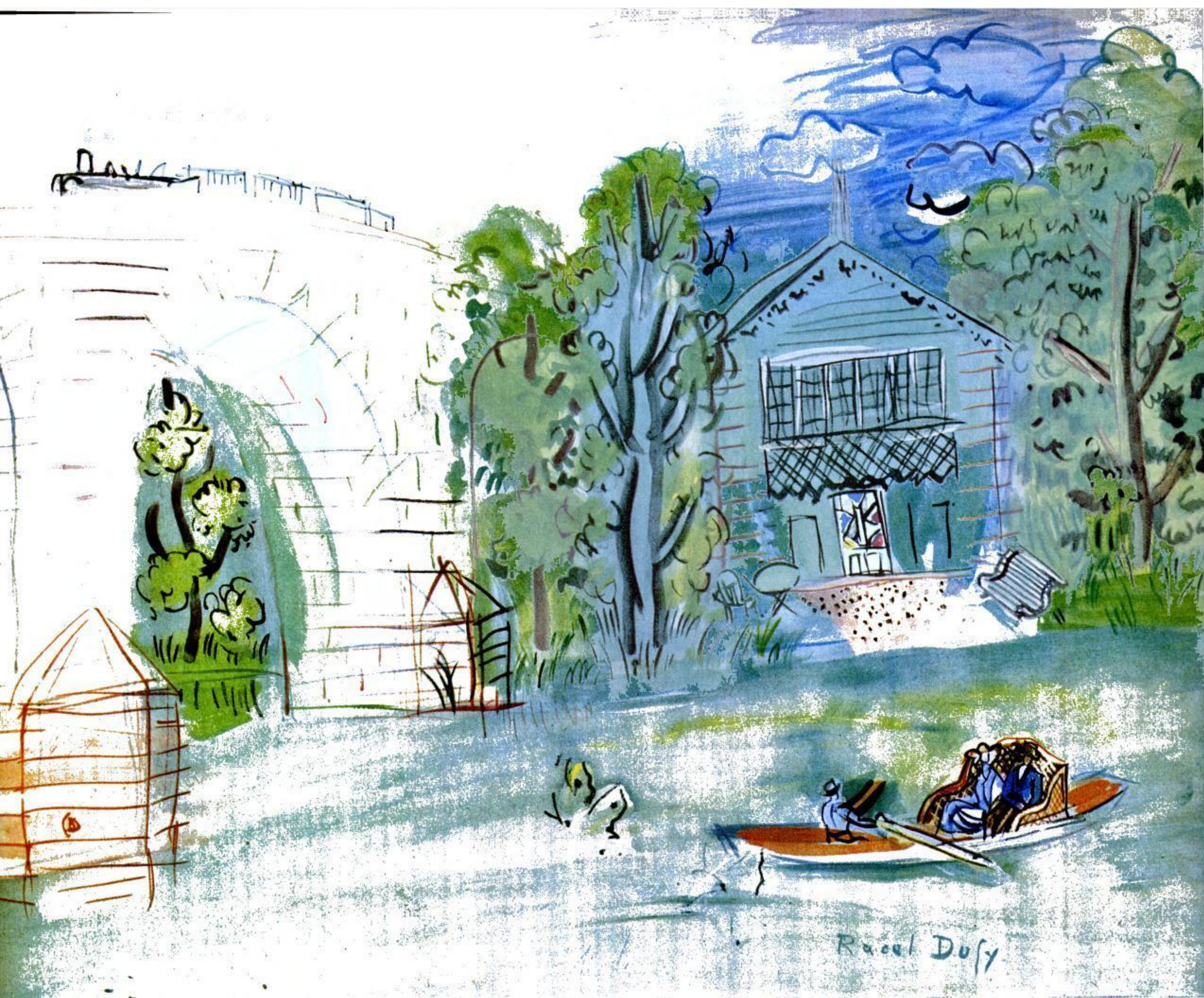
Look for money-saving quality when you shop ...look for the Monarch lion head.



# MONARCH

World's Largest Family of Nationally Distributed Finer Foods  
REID MURDOCH, Division of Consolidated Grocers Corp., Chicago, Ill.





Romantic Boat Ride . . . painted for the De Beers Collection by Raoul Dufy

The prices shown were secured for your guidance through a nationwide check in January, 1952. Jewelers were asked for the prices of their top-grade engagement ring diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered by different jewelers. Exceptionally fine diamonds are higher priced. (Exact weights shown are infrequent.) Add Federal tax.

WHEN CHOOSING YOUR ENGAGEMENT STONE . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

**A DIAMOND IS FOREVER**



¼ carat (25 points) \$95 to \$200

½ carat (50 points) \$210 to \$450

1 carat (100 points) \$585 to \$1150

2 carats (200 points) \$1250 to \$3200

M. W. AYER & SON

*It tells of love* In the joyous lights of your engagement diamond, your love story will be told.

This shining orb that chronicles the gladness and the hopes that mark the time of waiting, will acclaim your love's devotion as married life begins. And it will count the moments you hold dear in magic embers that enhance sweet memories. Though it be modest in cost, choose your diamond with care . . . for nothing else on earth can take its place. And . . . may your happiness last as long as your diamond.

De Beers Consolidated Mines, Ltd.



# MASTERS' WAR OF NERVES



THE PRESSURE SHOWS ON SAM SNEAD'S FACE ON FIRST HOLE OF LAST ROUND WHEN, BEFORE GALLERY EQUIPPED WITH PERISCOPES, HE CHIPS UP TO GREEN

## Hogan and Snead tie for first in last round of golf tournament—and then comes unexpected blow-up

On the face of it this year's Masters Golf Tournament was a wide-open free-for-all, rich with \$20,000 prize money and resplendent with all the famous names of golf. But the way things turned out, it was an old-fashioned two-man fight. Among the 72 entrants were the world's two best golfers, Ben Hogan and Sam Snead, and by the time the fourth and final round came up the crowd of 20,000 spectators had forgotten the rest of the field. For three hard rounds the two old masters had beaten off the challenges of sharp young comers like Tom Bolt and Jackie Burke. In the third round they had fought a gusty, chilly, 30-mile wind which sent scores soaring into the high 70s and 80s. But as they started out for their last 18, they were tied for the lead at 214 and two strokes ahead of their nearest competitor.

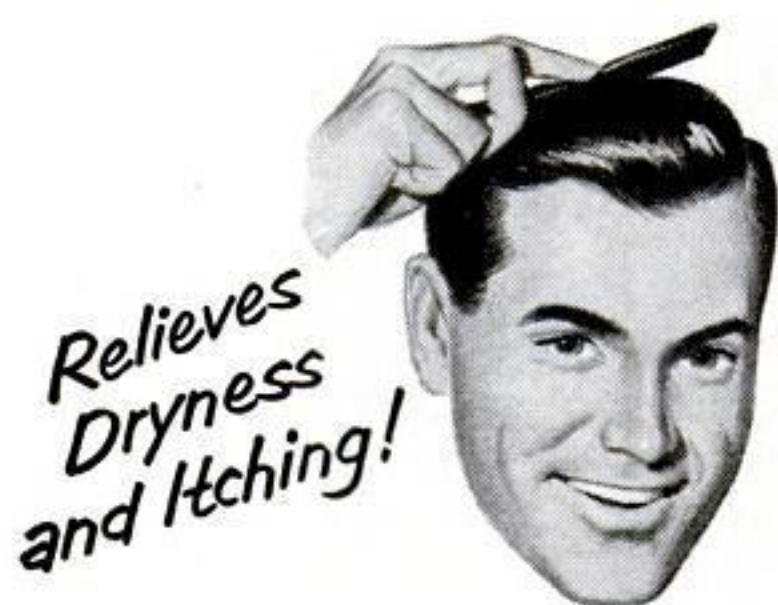
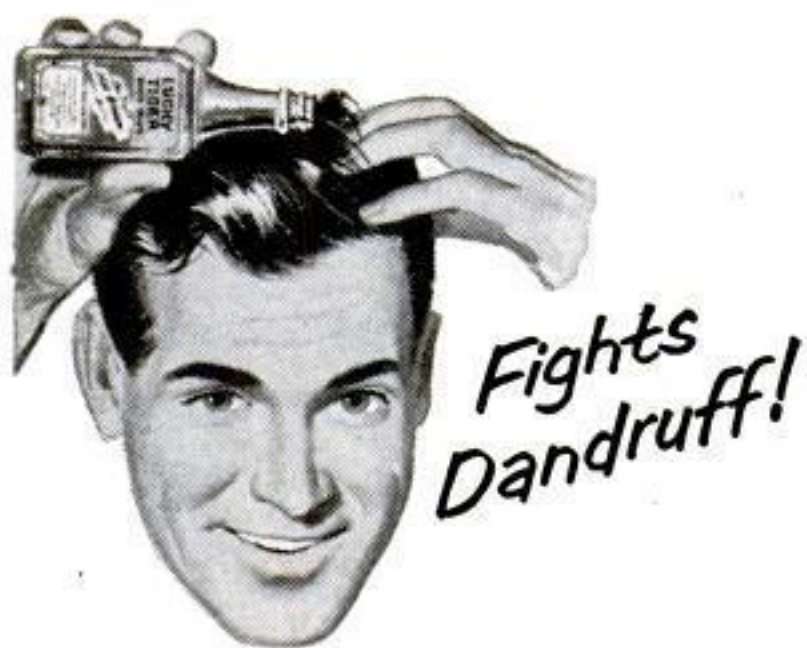
Hogan, playing with his silent precision, had carded a 70, 70, 74. Snead, brilliant but more

erratic, had a 70, 67, 77. When the round began the odds were with the machinelike Hogan, who is best in a pinch, while Snead can go to pieces under pressure. Snead teed off first, Hogan an hour later. Playing evenly at the beginning, but strained by the knowledge that automaton Hogan was stalking him from behind, Snead ran into trouble on the 12th.

At this hole, called by Lloyd Mangrum "the meanest little hole in the world," Snead almost blew, knocking a ball in the water and a second into a bank. But he recovered and finished with par 72 to find that it was Hogan who had cracked instead. Proving, as Snead pointed out, that even Hogan was human, Ben had blown up on the greens, three-putting on five holes, winding up with 40 putts and a 79. Hogan took his defeat philosophically. "It's a course for masters," he said. "I've no complaint. . . . After all, I've lost more tournaments than I've won."



# 3 Ways to Handsome Hair! *Right Now!*



Lucky Tiger grooms your hair perfectly. But it does a lot more besides. Lucky Tiger kills on contact the dandruff germ, pityrosporum ovale, removes loose dandruff and gives your scalp a clean, wide-awake tingle. Treat your hair to all this, plus natural, greaseless grooming. Ask your barber, he knows.

## LUCKY TIGER 3-PURPOSE Hair Tonic



Sold at all toilet goods counters

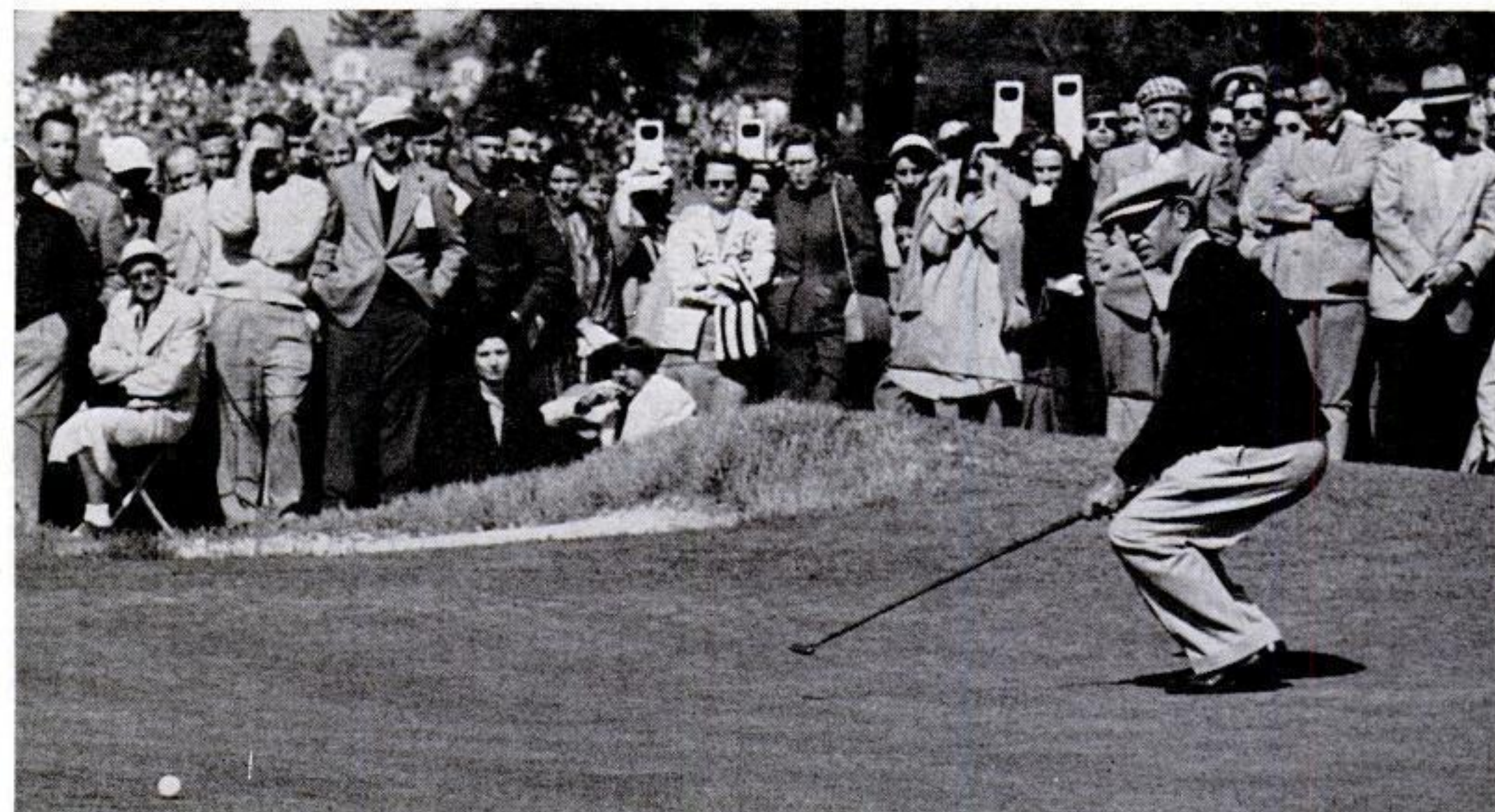
## Old Masters CONTINUED



SIGHTING ON SECOND GREEN, SNEAD LINES UP SEVEN-FOOT PUTT AFTER CHIP SHOT. HE TWO-PUTTED FOR PAR FIVE



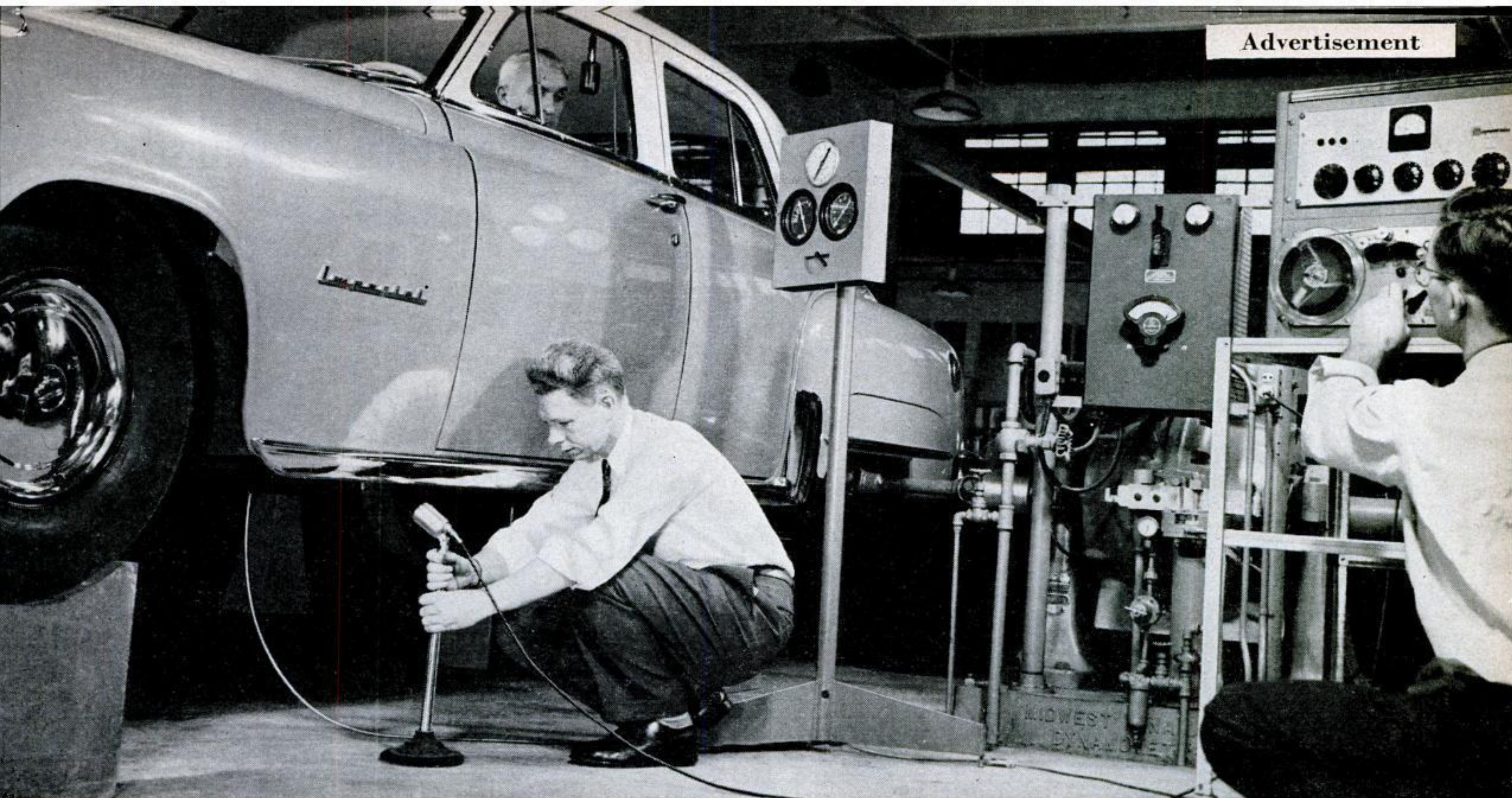
HUGE GOLF CROWD FORMS TWO GALLERIES; ONE AROUND HOGAN (LEFT CENTER), ANOTHER AROUND SNEAD (REAR)



HOGAN APPLIES "BODY ENGLISH" AFTER PUTTING ON 7TH. BUT BALL WENT FOOT PAST HOLE AND HOGAN TOOK PAR

CONTINUED ON PAGE 109





**SOUND TEST FOR SOUNDER CARS.** Even a noise which normally would escape the human ear might be a signal that something is not quite right in a car's construction. That's why Chrysler Corporation engineers use sensitive recording instruments to inspect each new model as it is developed. Cars are test-driven at varying speeds

in the laboratory, as you see here, and other tests are made on the road—with microphones and recording apparatus riding along with the test engineers. These sound tests help engineers locate potential trouble spots and eliminate them, giving you even sturdier, more valuable cars and trucks.

# WHAT MAKES A CAR WORTH MORE TO YOU?

You measure the value of a car very simply: a car that performs better when you're driving it, then brings a higher return when you trade it in, is a car that is *worth more* to you.

The value you get in a Plymouth, Dodge, De Soto or Chrysler car, or Dodge truck, is the result of a lot of little things, as well as big ones. Engineering, testing, developing new processes—all these add up to motor vehicles that operate better

and longer, and give greater satisfaction. This is important to owners, and to the nation, too, because we all depend so much on the cars and trucks that help us live and work better.

Today's defense of freedom depends a great deal upon the military equipment being produced by the same Chrysler Corporation skills which give you these better performing, longer lasting, more valuable motor vehicles.

**CHRYSLER CORPORATION** engineers and builds **PLYMOUTH, DODGE, DE SOTO, CHRYSLER CARS & DODGE TRUCKS**

Chrysler Marine & Industrial Engines • Oilite Powdered Metal Products • Mopar Parts & Accessories • Airtemp Heating, Air Conditioning, Refrigeration • Cycleweld Cement Products



**PROOF OF VALUE.** Newark, N. J., cab driver Albert Cornell with his Plymouth taxi. Like the many other Plymouth taxis in hundreds of cities and towns, this car operates day and night in rain, shine, snow, sleet and heaviest city traffic. A car has to be tough to stand up under a grind like that. The engineering skill that built such faithful performance into Albert Cornell's cab puts the same kind of hard-working value into all Plymouth, Dodge, De Soto and Chrysler cars.



**HIDDEN SECRETS OF LONGER LIFE.** That solid-looking metal bearing on the left actually contains a myriad of tiny pores, each holding a supply of oil. This metal, called *Oilite*, carries its own lubrication and is used for bearings in hard-to-reach spots and other places in your car. *At right* is a "mirror" of tough metal, *Superfinished* by a special process which keeps wear of moving parts to a minimum. These two Chrysler Corporation developments, examples of practical imagination at work, are big reasons for longer life, reliability and extra value in Chrysler-built products.

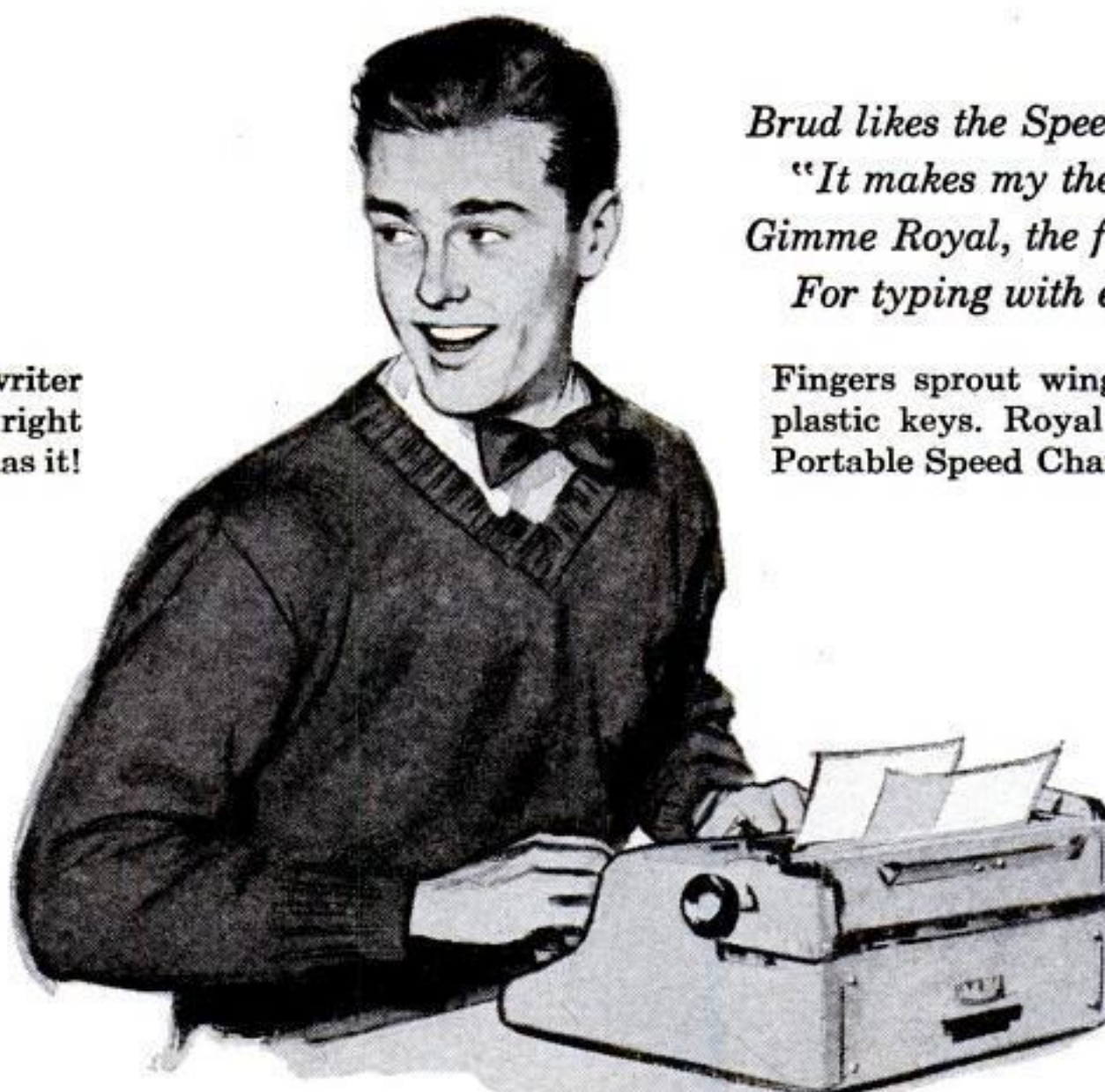


# "On Royal, the family portable, we type with ease and speed"



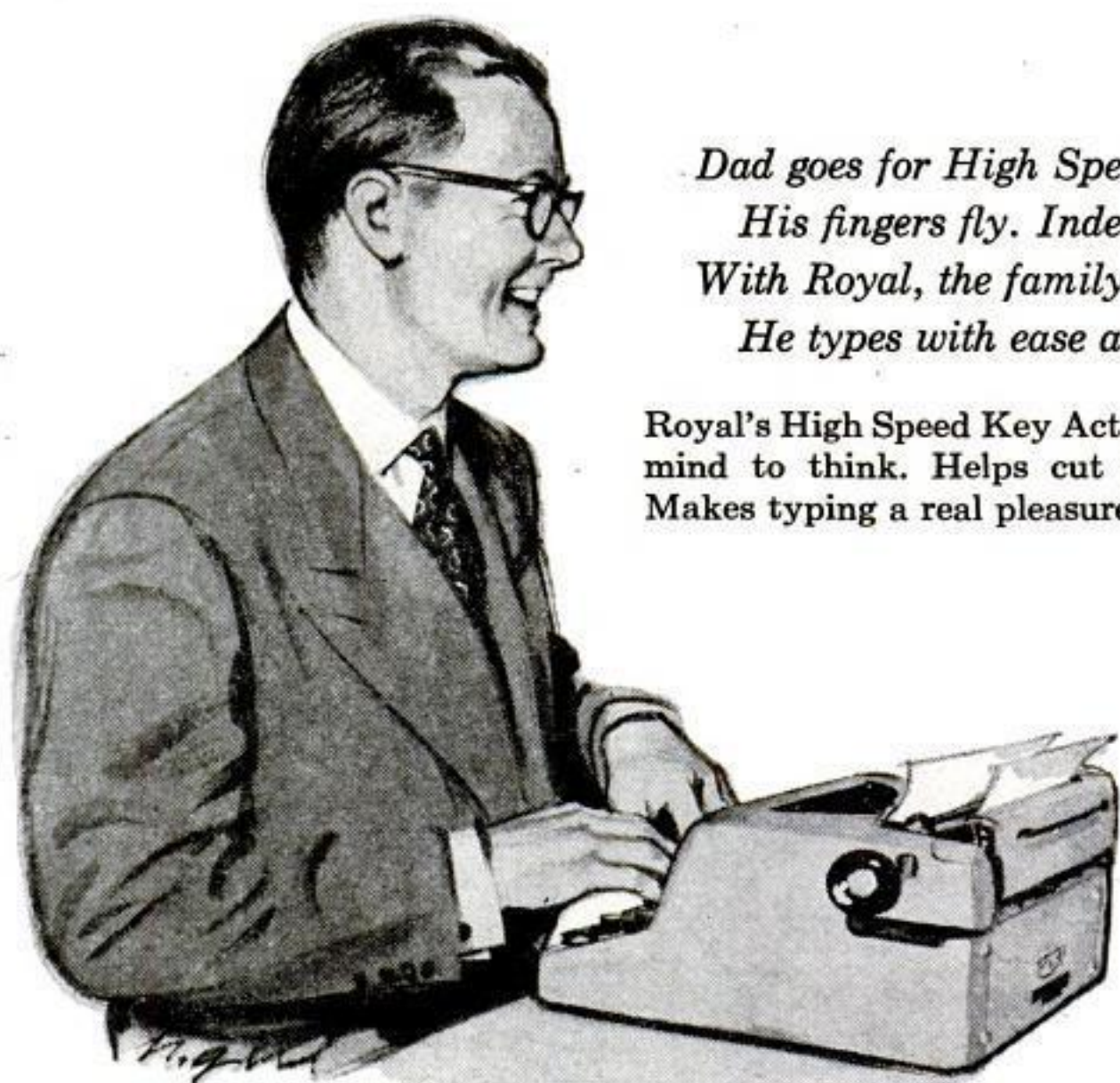
*When Alice types her history,  
"Magic" Margin fits her need,  
For on Royal, the family portable,  
She types with ease and speed.*

"Magic" Margin, the greatest typewriter improvement in years. Sets left and right margins automatically. Only Royal has it!



*Brud likes the Speed King Keyboard.  
"It makes my themes succeed;  
Gimme Royal, the family portable,  
For typing with ease and speed!"*

Fingers sprout wings on these nonglare, plastic keys. Royal is holder of World's Portable Speed Championship.

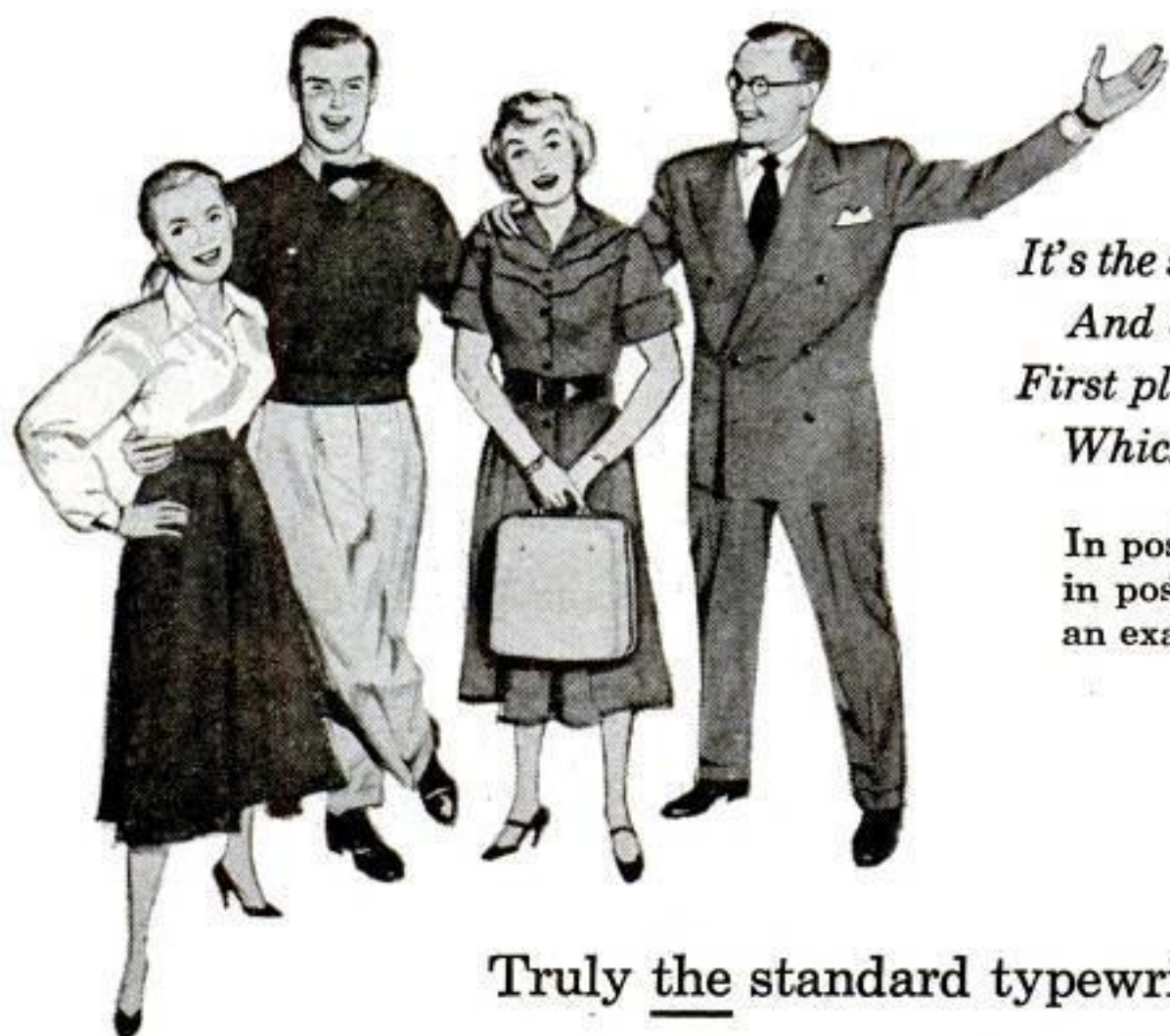


*Dad goes for High Speed Action,  
His fingers fly. Indeed—  
With Royal, the family portable,  
He types with ease and speed.*

Royal's High Speed Key Action frees your mind to think. Helps cut down errors. Makes typing a real pleasure.

*Says Mom, "Just give me 'Touch Control'  
And my fingers are really freed,  
As I type on the family portable . . .  
On Royal, with ease and speed."*

"Touch Control" lets you tailor the touch to your requirements. Makes writing easier and much, much faster.



## Family Finale

*It's the standard typewriter in portable size—  
And all others must concede  
First place in our hearts to the typewriter  
Which we write on with ease and speed.*

In position, shape, and slope of keys, and in position of controls, Royal Portable is an exact replica of the Royal Standard.

Truly the standard typewriter in portable size

# ROYAL World's No.1 Portable

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.



See your local Royal Portable dealer today! Terms as low as \$1.25 a week, choice of models, carrying case included. Ask about trade-in allowances. Royals come in two colors, Gray and Royal Tan.





**DROPPING HIS BALL** after landing on wrong green in first round, Snead puts it on his shoulder, drops it behind him. This did not cost him a stroke.



**BLASTING FROM TRAP** on the tricky 12th, Jackie Burke sends his ball to the green. He made last round in 69, took second money with a score of 290.

CONTINUED ON NEXT PAGE

# CAT-TEX

## SOLES



### *Take a great step forward*

on Cat-Tex — the amazing scientific sole that outwears leather 2-to-1 on the whole family's shoes! Lightweight and waterproof, non-slip and non-marking, Cat-Tex soles are one big reason why your shoe repairer can rebuild like new. Cat's Paw rubber heels are another!



CAT'S PAW RUBBER CO., INC., BALTIMORE 30, MD.





**OLD AND NEW CHAMPIONS** of the Masters end the round. Sneed, who finished early, looks happily down from the radio platform on Hogan. The latter is

walking dejectedly up to his ball which hit a hummock and bounced toward the stands. Though still in play, he was already four strokes over Sneed and had lost.



# The "Sign" of a Good Whiskey

The bold handwriting you see on the OLD TAYLOR label is not just a signature—it's an endorsement. It's the endorsement of Colonel E. H. Taylor, Jr., a man who pledged his genius to the development of fine Kentucky whiskies. Among the many he created he selected only one—OLD TAYLOR—as his masterwork—and to it he proudly signed his name.

©The Old Taylor Distillery Co., Frankfort, Ky., 1952

ESTABLISHED BY  
*E. H. Taylor, Jr.*

## "Sign of a Good Host"



Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.



*Signed, Sealed and Delicious*



CARPET FASHION  
NEWS FROM



Alexander Smith

# Fashion for Floors...

at practical  
prices

Alexander Smith leads  
a new trend in carpet styling  
for today's living

Never before have American families placed as much emphasis on fashion in the home as they do today. For every professional decorator, there are thousands of enthusiastic and very well-informed amateurs.

This new interest in fashion in the home has created a fresh approach to carpeting. Home lovers have discovered that a carpet is not just a covering for the floor, but the dominant fashion note of the room.

This spring Alexander Smith will prove that fashion takes the floor as never before. By their new forward-looking approach to carpet design, carpet fibers—even their method of carpet looming—they are bringing to the American public the fashion interest they want on their floors . . . at practical prices.

## The time to buy your carpet is now

Today—newlyweds need not accept hand-me-down rugs. Twenty-year marrieds can stop pushing the furniture around to hide shabby spots on dreary carpets. The new carpet can become a reality *now*. Carpets—like other home furnishings—can be purchased on a convenient time-payment plan. Your Alexander Smith dealer will be happy to work out a plan for you. Enjoy your carpet while you're paying for it.

See the new Alexander Smith fashions for floors during Carpet Fashion Opening, April 21 to April 30, at leading Department, Furniture and Specialty Floor Covering Stores.

Just pick up the phone and call Western Union . . . ask for Operator 25. She'll give you the name and address of your nearest Alexander Smith dealer. Prices slightly higher west of the Mississippi.



Sculptured tone-on-tone—one of the great fashion trends in carpeting. Alexander Smith interprets it with gentle elegance in New Barbizon—proof of the exquisite design that can be achieved by artful combining of plain and twisted yarns. New Barbizon has a grace of line—a soft, rich pile underfoot. Comes in 8 decorator colors. A luxury broadloom about \$12.95 per yard.

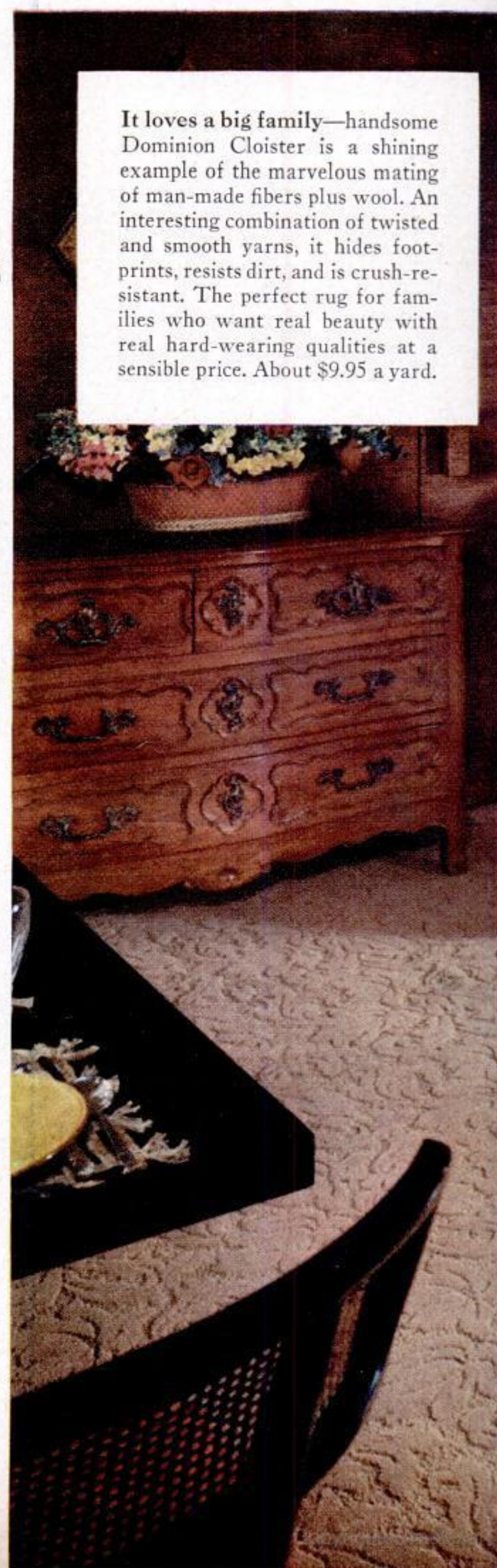


High and low levels give a dramatic texture to Dominion Soliloquy—a heavy carpeting in an 18th Century design. The background level is solid greige, the raised level is a lovely multicolored floral. Its talent is taking traffic, hiding footprints and soil. A fine value at \$9.95 a yard.

Congenial in any setting—this new, modern broadloom of wool and miracle fibers, woven with a shaggy, deep pile. "Holiday" brings smart, low-key pattern into your room . . . doesn't conflict with design in the room. It's charming with Early American or Modern. About \$7.95 a yard.



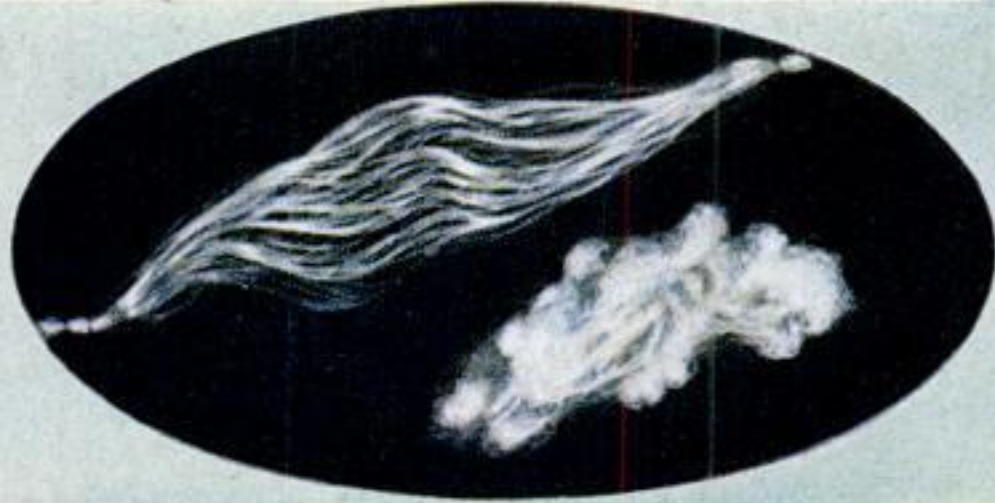
It loves a big family—handsome Dominion Cloister is a shining example of the marvelous mating of man-made fibers plus wool. An interesting combination of twisted and smooth yarns, it hides footprints, resists dirt, and is crush-resistant. The perfect rug for families who want real beauty with real hard-wearing qualities at a sensible price. About \$9.95 a yard.





# Miracle Fibers - plus wool

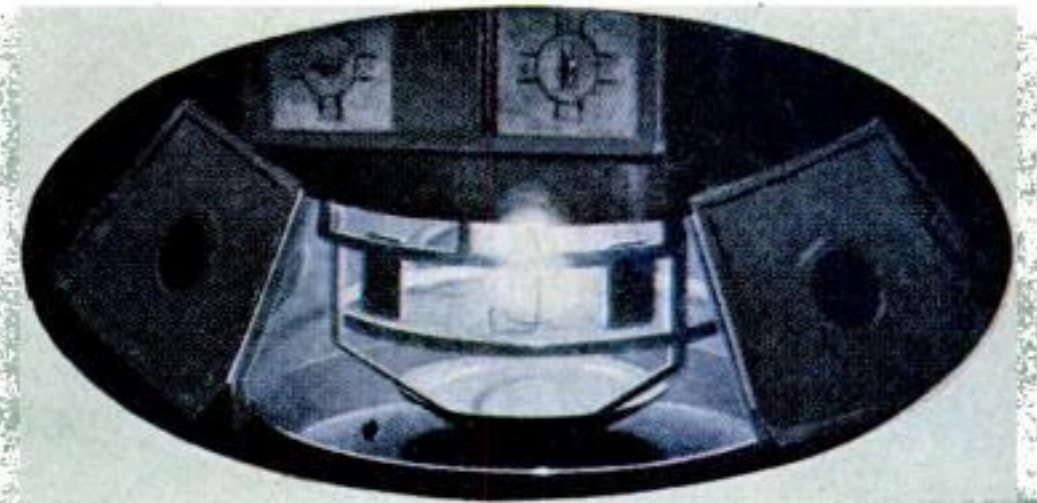
give exciting new textures...lovelier colors...



More like wool than wool! At left, miracle man-made fibers before processing—wonderfully tough, uniform in length—but silky. After special processing they act *woolier* than wool—fluffy, curly, *springy*.



White-white yarns make clearer colors. Note man-made fibers, at right, are much whiter than wool fibers, at left. That's why they take clearer, fresher colors...inspire Alexander Smith's talented designers.



Fade-ometer tests tell a sun-proof story—Alexander Smith exposes carpet colors to "sun-bleach" of ultra-violet light. These tests prove miracle carpet fibers not only *take* color better—they *hold* it!



## And greatly increased wear!



Staircase, human-wear test is given each Alexander Smith carpet *after* exhaustive laboratory wear tests. Each carpet, tacked on a heavily travelled mill stairway, gets brutal test for wear and soil resistance. Every texture has to *prove* itself!

Big and strong—are man-made fibers custom-made for carpets. They're 24 times as big as *ordinary* man-made *clothing* fibers. (Shown here magnified for comparison.) These miraculous fibers wear like iron, shed dirt, give a deep, lovely pile.



Sink into luxury—the heavy, shaggy pile of Willowbrook is nearly a full inch deep. Loomed of the new, durable man-made fibers and wool, the luxurious thickness creates a rich effect of almost out-of-reach luxury, yet the price is no more than medium-priced weaves. About \$13.95 a yard.

CARPET FASHION  
NEWS FROM



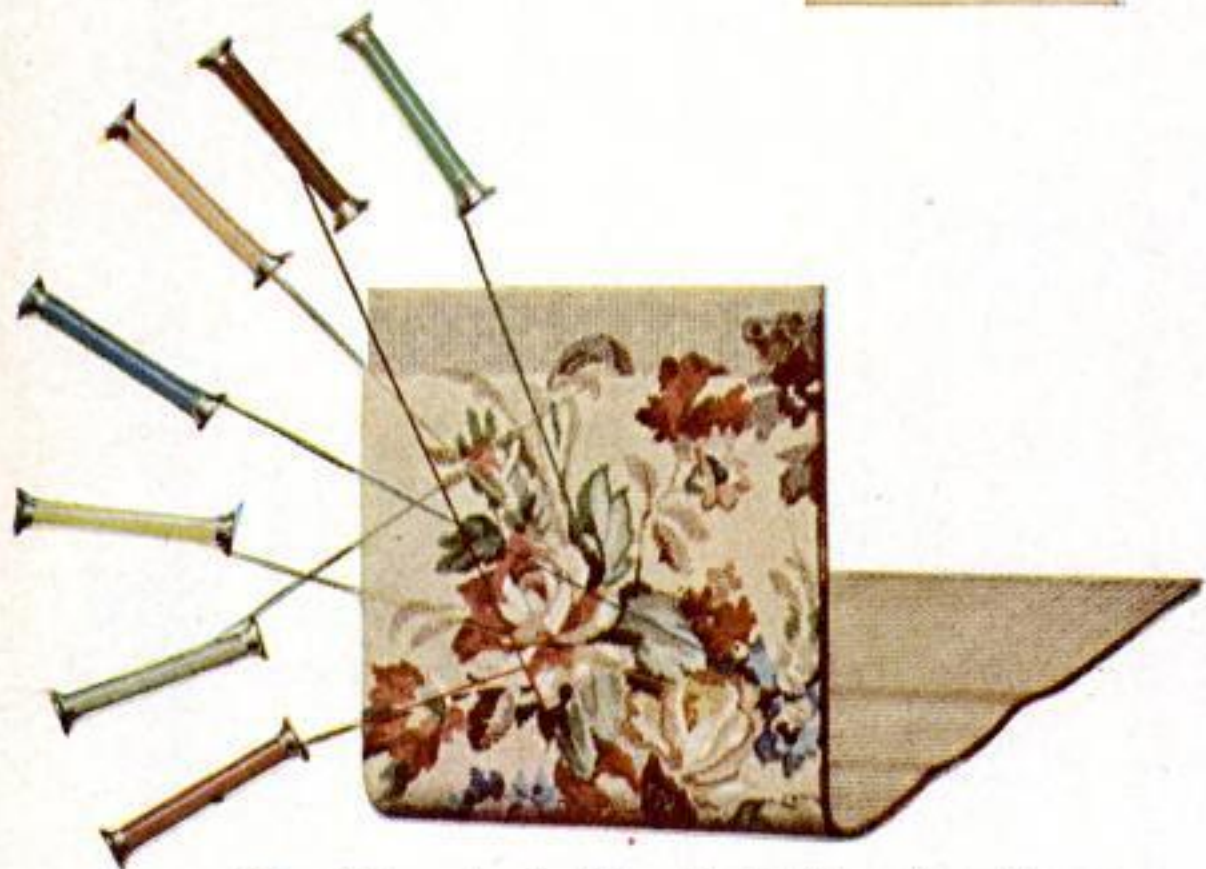
Alexander Smith

FASHION FOR FLOORS continued on next page





Alexander Smith



New Alexander Smith method of looming cotton on Axminster looms makes possible the use of combinations of color . . . creates pattern for cotton rugs. New looming not only locks in yarn securely, but gives cotton rugs firm, conventional carpet backing.

Now

# Cotton Broadloom

...a new elegance of design  
a new comfort underfoot



High style . . . low cost in this striking cotton carpet called Coquette. In black and white, it's new and unusual—brings smart sophistication to a modern room. In texture and design it proves how fashion-right and exciting cotton can be. Also in two-tone gray, green and beige. Another new floor fashion featured in Carpet Fashion Opening all through the country. About \$6.95 a yard.



Pattern in loose treatment—an interesting pattern for young moderns—a dream for ranch houses. Sagebrush in Princess quality, so casual yet important, is in key with today's living. It's another example of Alexander Smith's talent for making cottons rich and dramatic by texture and design. About \$6.95 a yard.

Today Alexander Smith makes it possible for cotton carpets to go elegantly into the most lived-in rooms of the house—they're that lovely, luxurious, livable.

By treating cotton as a regular carpet fiber and weaving it on Axminster looms, Alexander Smith has been able to create a new and wonderful type of cotton carpet.

These new cottons are in luxurious *broadloom* that goes beautifully in living room, bedroom and dining room—as carpets or as wall-to-wall carpeting.

And with this new method of looming, Alexander Smith has been able to bring *design* to cotton broadloom—distinguished patterns in full, fresh color.

## Looks and feels more substantial

*Underneath it all*—this Axminster looming gives cotton rugs a firm conventional backing that lies as flat and smooth as any fine carpeting. No more rumpling underfoot and furniture.

As Clara Dudley, Alexander Smith's home decorating expert, says, "These new cotton broadlooms prove that cotton rugs can give great service . . . look important. Everything about them says good taste and elegance."

See all the new cotton broadlooms by Alexander Smith in leading Department, Furniture and Specialty stores. Prices slightly higher west of the Mississippi.



A modern interpretation of an old-fashioned floral—is Alexander Smith's new and delightful cotton carpet called Flower Song, in Princess quality. Pretty pastels are combined together in exquisite taste to bring decorative charm to bedroom or living room. It's smart floor fashion at a practical price. About \$6.95 a yard.



CARPET FASHION  
NEWS FROM



Alexander Smith

# Ingenious Floor-plan rugs

give wall-to-wall effect  
yet cost less

The virtues of wall-to-wall carpeting have been well established—it makes a room larger, more luxurious. Apartment dwellers and home renters, however, must have carpets that move easily whenever they move, and they often hesitate to invest in cut-to-shape, permanently installed carpeting.

An imaginative solution to this dilemma is Alexander Smith's Floor-Plan idea. In this plan, broadloom rugs are pre-cut and pre-bound in the most popular room sizes. Now these rugs not only can move happily to new homes but can be moved around on the same floor to give heavy traffic areas a healthy change. Also worth noting—they can be picked up very easily for cleaning.

## See how you save

Another important point that makes these rugs a wise choice—the cost-savings of an Alexander Smith Floor-Plan rug are tremendous. You get the spacious, wall-to-wall effect you like—but you save custom-binding charges...and you save the installation costs of wall-to-wall carpeting.

Check it—an Alexander Smith Floor-Plan Rug will cost you far less than installing wall-to-wall carpeting. See your Alexander Smith dealer in department, furniture and specialty floor covering stores. Easy terms can be arranged so that you can purchase a rug most becoming to your floor size—conveniently, immediately.



The living is easy with Riverdale Siesta, a new Floor-Plan Rug of wool and new miracle fibers. An all-over fern leaf pattern will keep soil from showing. 9x12, about \$85.



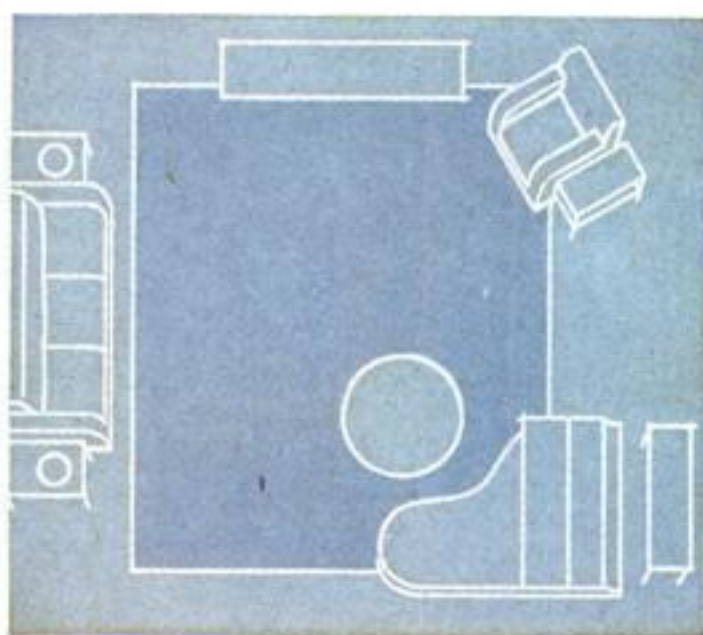
New Lawntwist—with beauty of texture and color that wool and man-made fibers create. 9x12 size, about \$135.



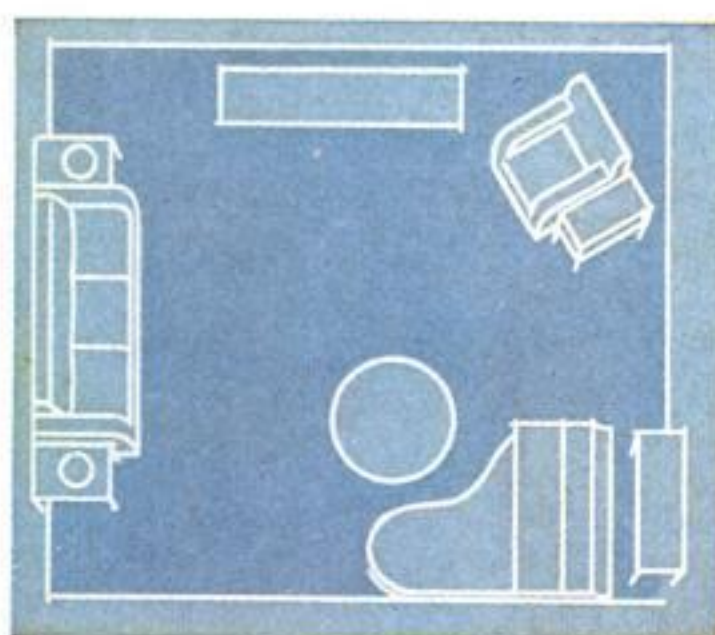
Charming muted design—Riverdale Sleepy Hollow. Of wool and man-made fibers, it promises enduring beauty. 9x12, \$85.



A young married couple lives here. Their dining area, as in so many homes today, is really a part of the living room. They chose two Alexander Smith Floor-Plan rugs in the same pattern—beautiful new Shoreham Fanshell, a new design of warm and friendly casualness. They bought these Floor-Plan rugs on an easy payment plan worked out with their Alexander Smith Dealer.



Like a lost postage stamp—that's how a 9x12 rug looks in this large room. It minimizes the size of the room, makes everything look less important.



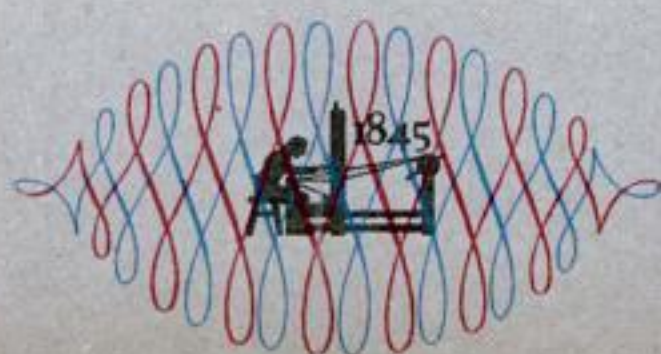
You get new spaciousness with a Floor-Plan Rug. This 12x15 looks perfect in the 14x17 room. Costs about \$125—(\$80 less than it would cost wall-to-wall installed).

## IT'S EASIER THAN YOU THINK TO GET YOUR NEW CARPET NOW

You can have your beautiful new carpet right away...pay for it while you enjoy it. Alexander Smith dealers will help you arrange a payment plan most convenient for your budget.

See the new carpet fashions now—during Carpet Fashion Opening. Your Western Union office, Operator 25, knows who your nearest Alexander Smith dealer is. Why not call right now?

**For the Alexander Smith dealer nearest you  
call Western Union...ask for Operator 25**



# Alexander Smith

FLOOR-PLAN RUGS • BROADLOOM CARPETS



# Swing to Beech-Nut

*Long  
lasting  
flavor!*



*Always  
Refreshing*





**OFFICIAL PLANE** was bought for Buckshot two years ago by admirers who got together, each contributed "A Buck for Buck" and wrote their names on sides.

# BUCKSHOT'S OPENING GUN

**Tough Texas sheriff shoots for a job in Congress**

For 11 hard-boiled years, with the help of a sharp tongue, a rough hand and a chrome-handled .45, a tough Texas sheriff named T. W. "Buckshot" Lane (LIFE, July 17, 1950) has been most of the law in Wharton County. He wrote a homy column about his job and had his eye on a seat in Congress. Now Buckshot—his legal name for ballot purposes—has announced his candidacy for Congress. Last week he set out in a bus to collect some signatures on its sides as well as some "Bucks for Buckshot."

BUCKSHOT LEANS FROM BUS WITH BUCKS AS HE STARTS HIS CAMPAIGN. AS WITH THE AIRPLANE (TOP) EVERY \$1 CONTRIBUTOR WRITES HIS NAME ON BUS





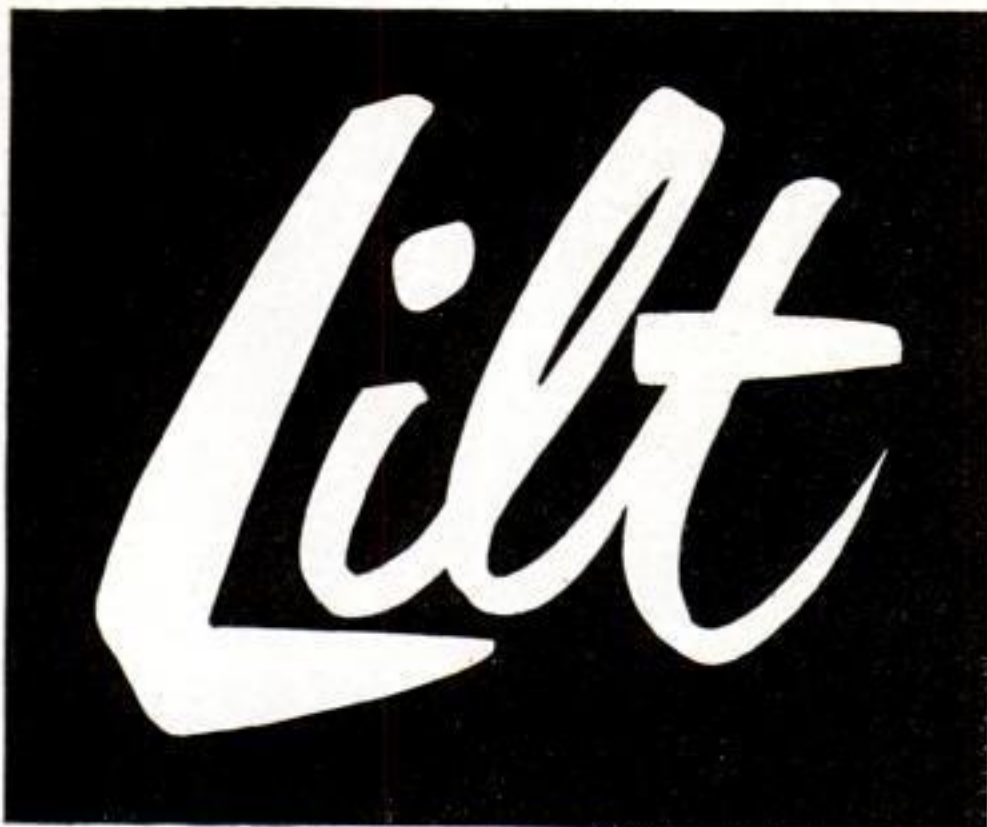
Far Superior...Far More Foolproof...for Every type of Hair!

Procter & Gamble guarantees that

**No Other Home Permanent Today**

makes hair look..feel..behave so much like the loveliest

**Naturally Curly Hair!**



Dress from H. B. Wragge



Here's why, for your hair, or for children's hair, *Lilt* is far superior!

1. Lilt's one Waving Lotion is far superior . . . safer, surer for *every* type of hair . . . even for *children's* hair! No other Home Permanent today has such a *foolproof* Waving Lotion!

2. Only Lilt has such a superior *Neutralizer*! It gives as *long-lasting* a home wave as is possible today. And Lilt leaves your hair *softer, lovelier*!

The only foolproof way to *neutralize* is the sure but easy method Lilt uses!

3. Only Lilt gives such assurance of *no kinky, frizzy look* . . . and the Lilt method is so quick, so easy, so sure!

4. Only a Lilt wave is so *easy-to-manage*. A Lilt requires *less frequent setting* than any other home permanent wave!



Refill,  
only \$1.25\*  
(Use any plastic curlers)

Complete Kit, \$2.25\*  
\*plus tax

**Lilt Home Permanent**  
Procter & Gamble's Cream-Oil Cold Wave



**Money-back Guarantee:** Both the Lilt Refill and Complete Kit are guaranteed by Procter & Gamble to give you the loveliest, softest, easiest-to-manage Home Permanent wave you've ever had—or your money back!

Makes hair look...feel...behave far more like **Naturally Curly Hair!**





THREE-FOOT-HIGH EAGLE SPREADS HIS WINGS BESIDE A LAPLAND HUNTER BEFORE TAKING OFF AFTER THE WOLF

## An Eagle Hunts Down a Wolf

FILM SHOWS EXCITING SEQUENCE OF NORTHERN NATURE IN THE RAW

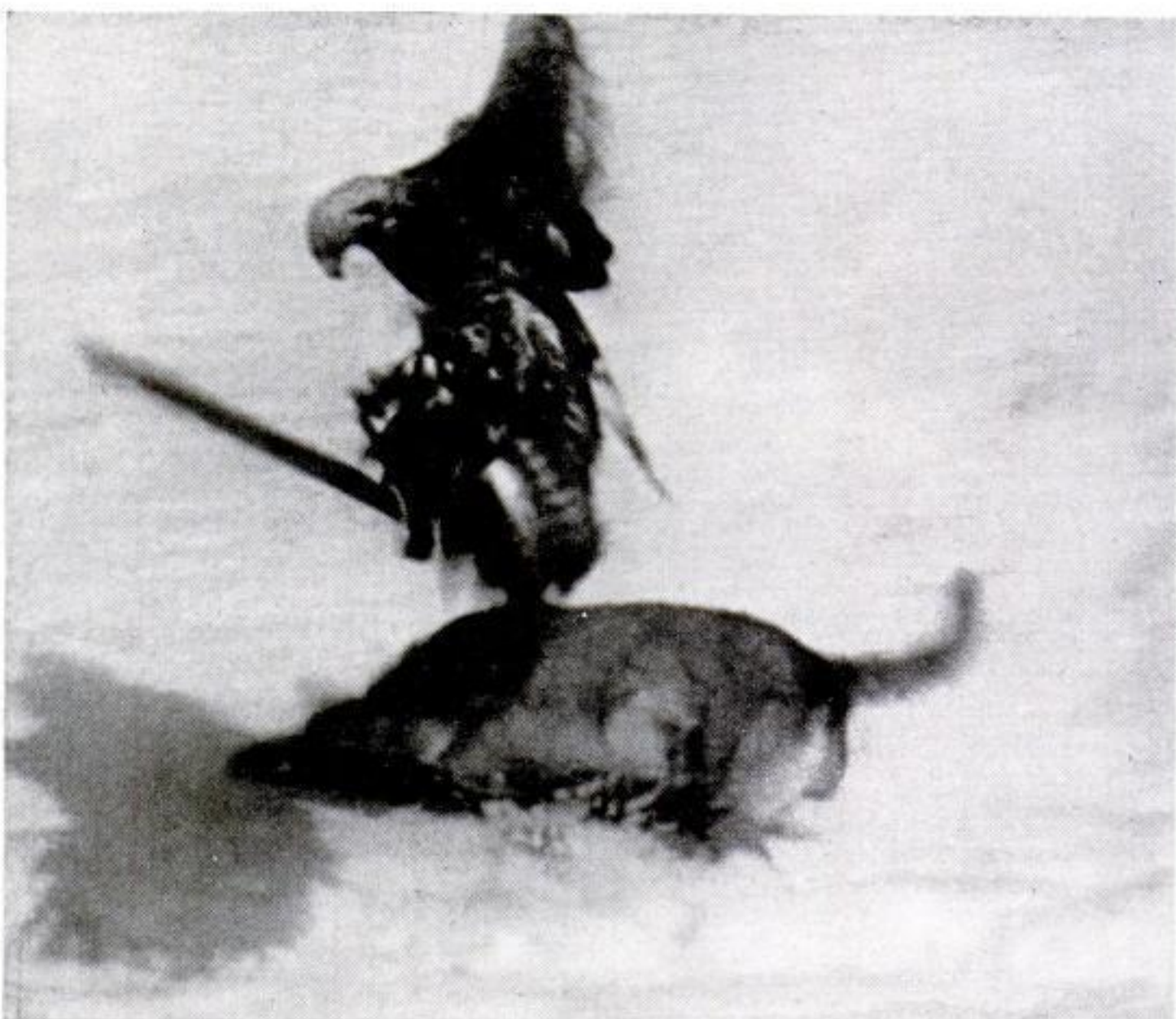
Whirring and screaming, the great golden eagle above comes off the perch held by the Lapp huntsman who has trained him. Just in time too: the heroes of a new British-made movie, *Valley of the Eagles*, while hunting spies in the snows of northern Sweden, have lost their reindeer and their way, have run short of ammunition and are being hunted themselves by a pack of wolves. The birds then conquer the beasts in a spectacular scrap (*next page*).

Ornithologists think it hardly credible that an eagle could be made to attack a live wolf. But the film's makers report that the Lapps accomplished this by catching eaglets, training them to swoop on boys wearing wolfskins with bits of meat attached. The scenes shown here, taken at a wolf hunt in Lapland with a 100-mm lens camera, liven up a routine thriller with one of the most exciting views of nature in the raw ever filmed.



THOUGH IT GREATLY OUTWEIGHS ITS ADVERSARY, THE WOLF FLEES ACROSS SNOW FROM EAGLE'S MENACING SWOOP





**IN CLOSE COMBAT** eagle uses his 7-foot wing-spread, huge beak and talons to jump the wolf from behind, knock him off balance, scuffle with him in

the snow, keep him down till the hunter can come in and finish him off with a spear. Then the bird watches from a nearby perch. Lapps living in region

where this scene was filmed use eagles for hunting because they make less noise than rifles which might start avalanches and bury their mountain villages.





SUPER KEM-TONE provides this lovely, durable wall treatment for only a few dollars. Woodwork in matching KEM-GLO colors.

#### Hundreds of Color Schemes in the SUPER KEM-TONE COLOR ALBUM

Turquoise with accents of Sunset Rose, and ceiling of Shell Pink. That's just one of hundreds of distinctive, decorator-approved color schemes shown in this album. At a glance you can select colors for walls, floor and furnishings, sure of color harmony. See it at your dealer's.

#### \*GUARANTEED WASHABLE

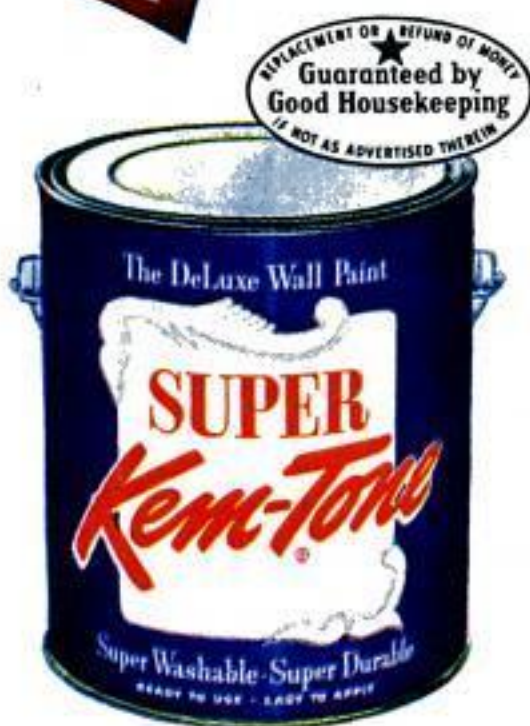
After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household cleaners without losing its beauty. Dirt, grease, even crayon marks wash right off its tight, rubber-tough surface.

**\$1.65** QUART **\$5.19** GALLON DEEP COLORS SLIGHTLY HIGHER

#### NO THINNING . . . JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed\* Washable or your money back by seven leading paint companies . . .

Acme Quality Paints, Inc., Detroit      John Lucas & Co., Inc., Philadelphia  
W. W. Lawrence & Co., Philadelphia      The Martin-Senour Co., Chicago  
The Lowe Brothers Co., Dayton      Rogers Paint Products, Inc., Detroit  
The Sherwin-Williams Co., Cleveland



## Bermuda Turquoise

*Tops with teens (and every age) . . . in*

# Super Kem-Tone®

Bermuda Turquoise . . . a flattering, light-hearted new color with a smart future! Of course it's SUPER KEM-TONE, the deluxe wall paint that goes on smooth as velvet, dries in an hour, color-styles a room in less than a day. It's so durable, too . . . countless washings won't spoil its rich finish. Your dealer will show you high-fashion deep tones, wonderful pastels and unusual in-between shades to assure success for all your decorating plans. Also, matching colors for woodwork in KEM-GLO Lustre Enamel. If you wish, we will recommend a reliable painting contractor.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



### Kem-Tone

#### Top Value in Thrifty Home Beauty

The oil paint that mixes with water, is easy to apply over any wall surface, dries in an hour to a lovely flat matte finish. Amazingly economical, one gallon thinned with two quarts of water makes a gallon and a half of paint, ready to apply, at only \$2.73 a gallon.

**\$1.39** QUART **\$4.10** GALLON (in paste form)

### KEM-GLO

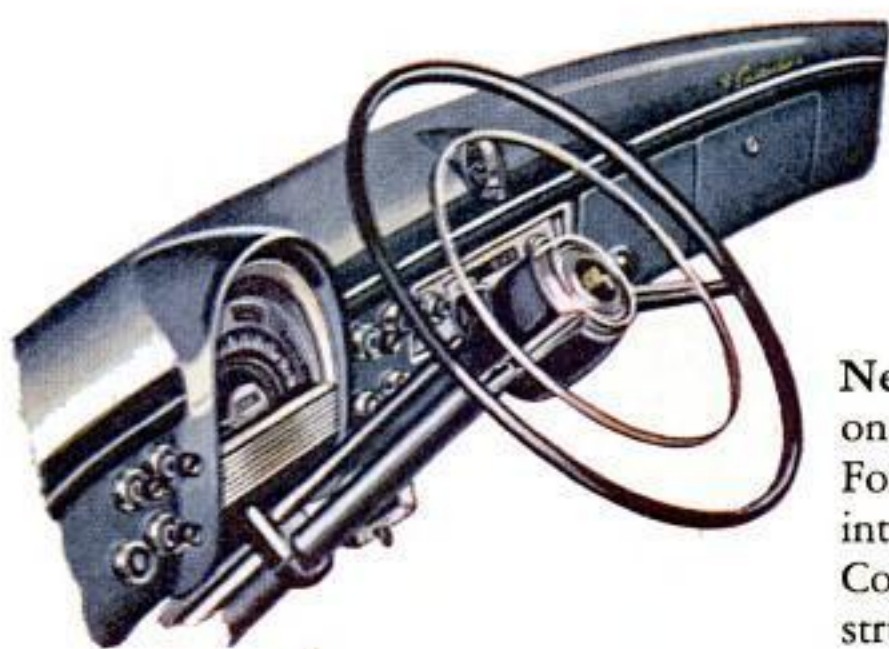
#### Looks and Washes Like Baked Enamel

The miracle lustre enamel for kitchens, bathrooms, all woodwork, indoor and outdoor furniture. One coat covers most surfaces, dries in 3 hours to a durable finish that washes as easily as your refrigerator. Even boiling water won't hurt its beautiful finish. Colors match SUPER KEM-TONE colors!

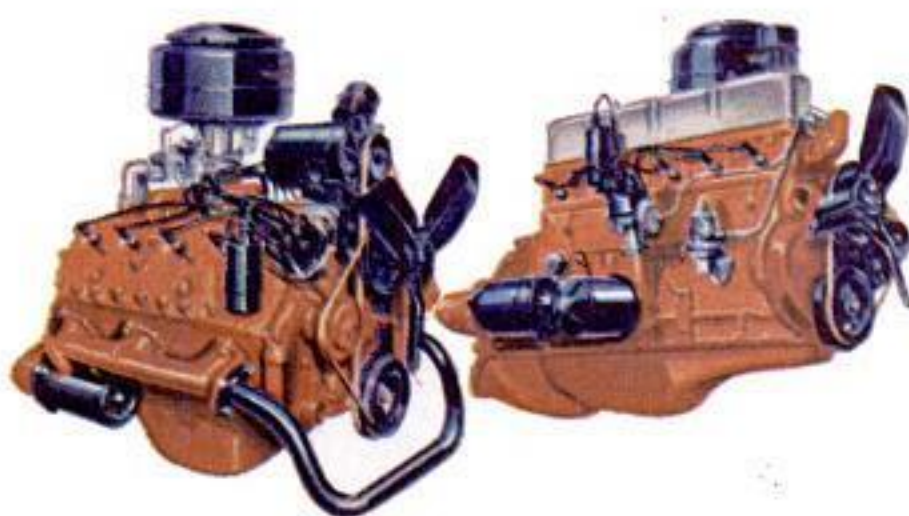
**\$1.45** PINT **\$2.49** QUART **\$8.35** GALLON



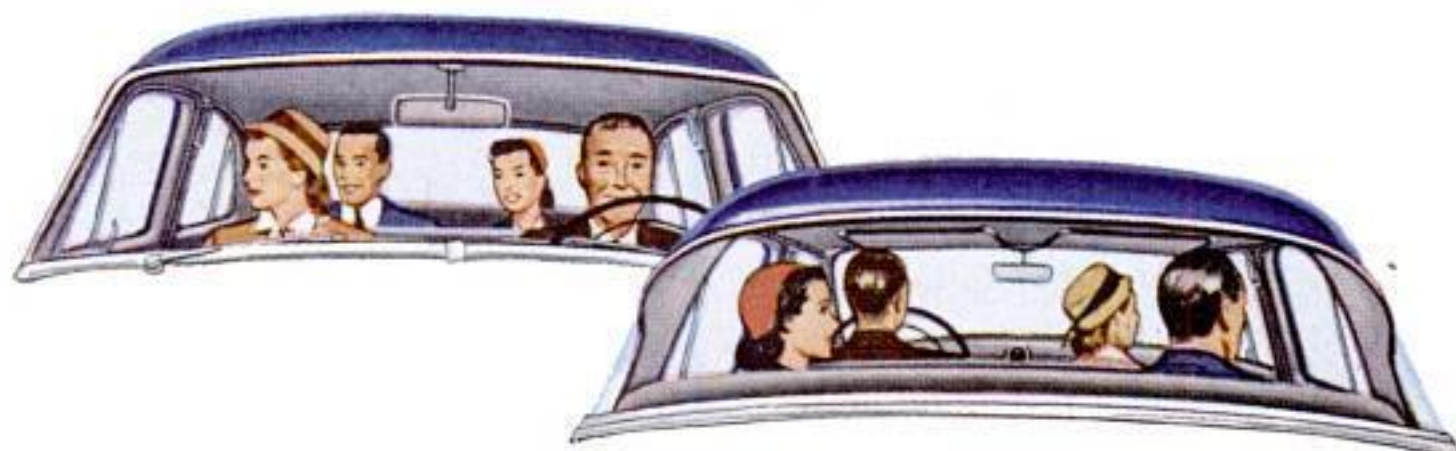




New Flight-Style Control Panel—one of the many quality features of Ford's Coachcraft Bodies—blends into the doors in a sweeping curve. Controls are easier to reach and instruments are easier to read.



New higher compression! You get it in both the new 101-h.p. Mileage Maker Six, with free-turning overhead valves, and in the famous 110-h.p. Strato-Star V-8. Both engines have the Automatic Power Pilot, so they deliver all their "go" on regular!



New Full-Circle Visibility really lets you see where you're going and where you've been. You have the safety advantages of a huge one-piece windshield and a car-wide rear window plus side windows that are picture-window big.



New Power-Pivot Pedals are suspended from above! They're easier to operate. They give the driver much more foot space—eliminate drafty holes in the floor.

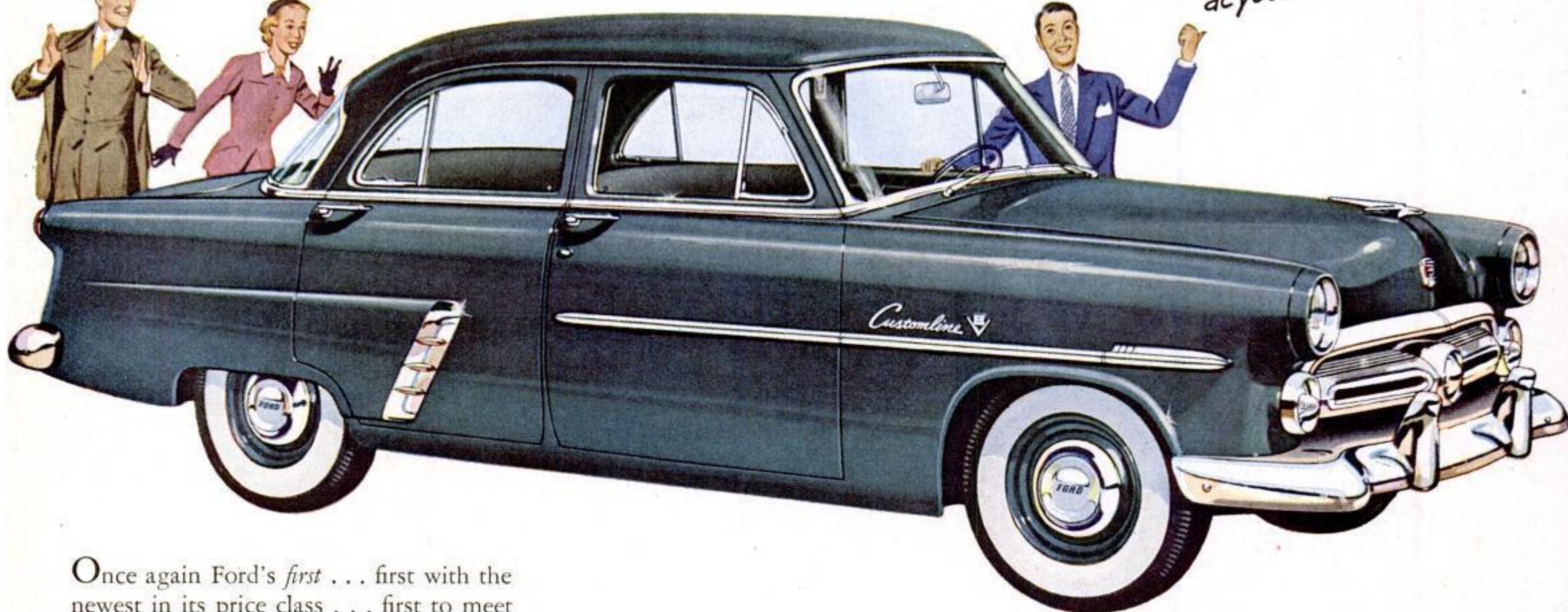
## Ford's first with the newest!

*That rear window  
is as wide as the car.*

*Makes it  
easier to park.*

**It's the Ablest Car on the American Road**

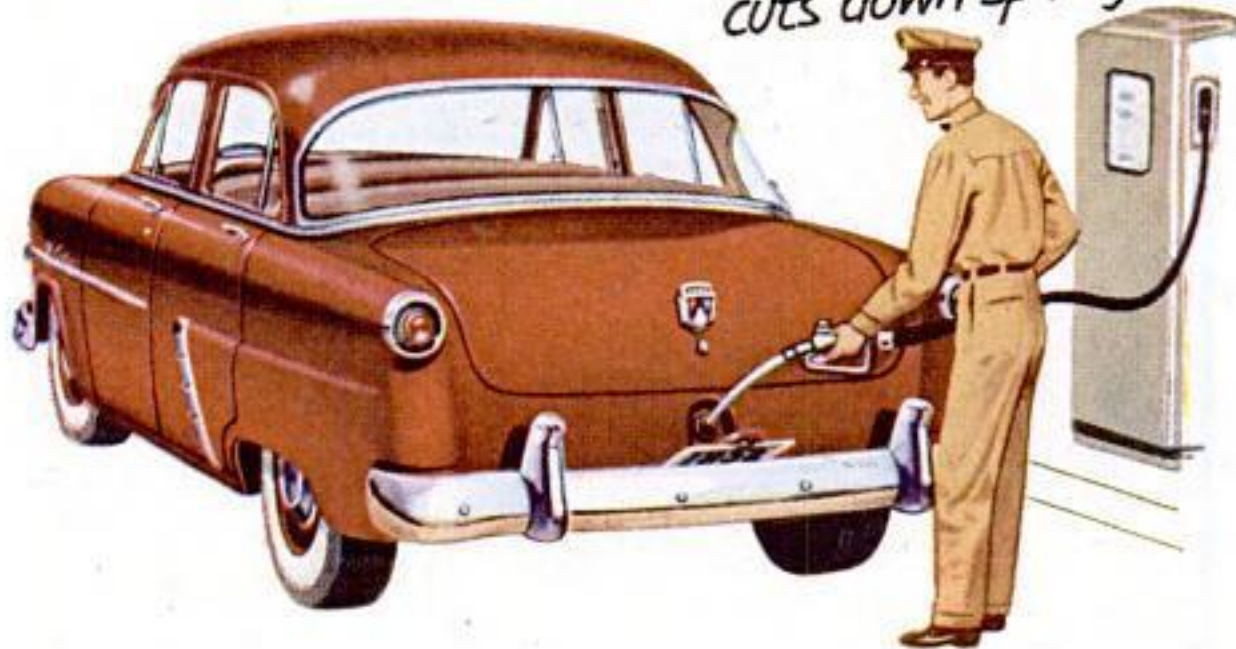
*"Test Drive" it today  
at your Ford Dealer's.*



Once again Ford's first . . . first with the newest in its price class . . . first to meet the widest range of motorists' needs. The 1952 Ford is available in more models and in more color and upholstery combinations than any other car in its field. In addition, it is the only low-priced car to offer three drives: Fordomatic, Overdrive, and Conventional. Your Ford Dealer invites you to "Test Drive" a '52 Ford today. You'll agree it's the ablest car on the American road! Yes, you can pay more, but you can't buy newer or better!

White sidewall tires (if available), Fordomatic, and Overdrive optional at extra cost. Equipment, accessories and trim subject to change without notice.

*Ford's new Center-Fill Fueling  
cuts down spillage.*



New Center-Fill Fueling makes gassing-up convenient from either side of the pump. With no long filler pipe in the way, the luggage compartment is a suitcase bigger. And the rear license plate is spring-mounted to conceal the gas cap!





# Big Rings

**NEW WHOPPERS HAVE MORE PUNCH THAN PRICE**

In jewelry, intrinsic value does not always coincide with fashion. The display value of a good but diminutive half-carat diamond, which costs about \$350, fades beside the eye-popping rings shown above, the most expensive of which costs \$300. The four on the top hand are massive gold set with semiprecious

stones. Styles like these are increasingly sold as engagement rings for girls who want a big show for the money. The rings on the lower hand are set with fake stones or inexpensive real ones like tourmalines. They have little sentimental or trade-in value but are a colorful accessory for pale summer clothes.

**OUTSIZE ASSORTMENT** (left to right) on top hand are: sweetwater pearl with brown diamond (Arthur King, \$225), turquoise with white sapphires (\$300) and culture pearl (\$250, both David Webb), amethysts (Otto Grun, \$300). Lower hand has twin pearl dangles (Castlecliff, \$10 each), real tourmalines and fake pearls (Marvella, \$10), coral ball (Ciner, \$25), trio of stone rings (Castlecliff, \$5 each).



# FINER BY FAR!

- ✓ **NO WAXING**—unless you want *mirror-brilliance*!
- ✓ **TWICE THE WEAR-RESISTANCE!**—under toughest household conditions.
- ✓ **STAINPROOF!**—to fruit juices, kitchen acids, soaps, bleaches — even lye!
- ✓ **WATERPROOF!**—liquids can't crack or dry it! No "washed-out" look!
- ✓ **GREASE CAN'T MARK IT!**—not even spatters from a hot frying pan!
- ✓ **CLEAREST, CLEANEST COLORS EVER—**  
11 of them, and they won't fade.

VinylTile, PTO2 (yellow), PTO9 (gray)



## Finest of all lay-it-yourself tile!

Precision-cut for a perfect job! Costs just a fraction more than familiar floor coverings! Repays your work with a long life of beauty!



Long, long life . . . colors that stay bright . . . a surface that stays smooth and easy to clean . . . that's the wonder of wear you can expect from this *superior Vinyl* . . . *inlaid Vinyl* . . . not a slicked-on surface, but a Vinyl composition that goes solidly all the way through to the

back! See VinylFlor now at your dealer's. And to be certain that you are getting the most in beauty and wear, look for the Gold Seal before you buy. It's the mark of the finest floor coverings in the world — your guarantee of satisfaction or your money back!

## Greatest thing yet for sink tops!

Even soap dish drips won't mark it! Resists nicks, scratches. Quiet, kind to dishes! . . . and so flexible, counter and splashboard form one continuous piece!

# GOLD SEAL

Another great Gold Seal Advance



# VINYL INLAIDS

**VINYLFLO  
VINYLTILE  
VINYLTOP**

Congoleum-Nairn Inc., Kearny, N. J. Makers of guaranteed floor and wall coverings: Gold Seal Nairn Linoleum • Gold Seal Vinyl Inlaids • Gold Seal Congoleum • Gold Seal Congowall • Gold Seal Asphalt Tile "Gold Seal" is a registered trade-mark. ©1952, Congoleum-Nairn Inc.



# PEQUOT'S TREASURE

## LIBRARY LENDS YALE ITS \$500,000 DISCOVERY

By last week Yale University librarians had finished moving to New Haven one of the most important Americana "finds" in years—a collection of old books and manuscripts which for half a century had rested in a small village library in Southport, Conn., only about 30 miles away. It included hundreds of valuable New England documents, early histories of the new world, autographs of all the signers of the Declaration of Independence, and even a pamphlet written by Columbus and published in 1493.

They had been collected by the Rev. William Holman, Southport minister, whose love for Americana anticipated by decades the later vogue and high prices for such works. In the late '90s two wealthy local ladies (*right and below*) began giving him grants—eventually totaling \$15,229—to buy books and manuscripts for the town's Pequot Library. Many of the books he bought stood on open shelves accessible to any casual reader. Only part of the collection could fit in a safe. Last year, when auctioning it off was proposed to raise funds for the library, an expert was called in to appraise it. Goggle-eyed, he estimated its value at a quarter to a half million dollars. Deciding such a treasure should not be broken up, the library decided to lend it to Yale, which will catalogue and make it available to scholars.



**PRINCIPAL DONOR** was Mrs. Virginia Monroe, who donated the library itself in 1890s. Herself a book collector, she gave the Rev. William Holman money to buy more.



**AT YALE**, Librarian James T. Babb browses appreciatively through the collection. Yale will keep collection for at least 15 years, perhaps longer.

**OTHER DONOR** was Mrs. Mary Wakeman, whose bookplate (*left*) appears in many of the volumes. She also was Americana collector herself.



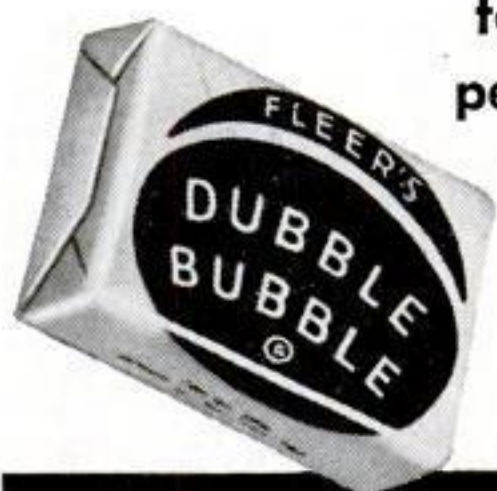
**"I LIKE DUBBLE BUBBLE'S  
SECRET FLAVOR"...**



says  
"Scoop"  
Crawford

"SCOOP" CRAWFORD, is the 11-year-old son of Faye Emerson, television star. Scoop says, "I like that secret flavor and the funnies on the wrappers. I save all the different ones I can get. Fleer's blows keen bubbles!"

**World's best value  
for a  
penny!**



**FUNNIES, FORTUNES, FACTS  
ON EVERY WRAPPER!**

**ALSO IN 5-PIECE PACKAGES  
AND 20-PIECE BAGS**

**NOW—  
elastic stockings  
without that  
"telltale"  
look!**

**new  
nylon  
elastic  
stockings**

**from  
BAUER & BLACK**

Now—how could anyone tell you have surface varicose veins? The stockings are sheer, smooth-fitting—inconspicuous with or without overhose. And they will not discolor so they come in a light fashionable shade.

Fashioned leg has two-way stretch (recommended by 3 out of 4 doctors) to relieve pain of surface varicose veins. Open toe gives foot freedom and comfort. Easy to wash. Quick drying. Choice of nylon as well as the famous cotton models.

**send for free booklet**

**(BAUER & BLACK)**

**Bauer & Black, Dept. L-4  
309 W. Jackson Blvd.  
Chicago 6, Illinois**

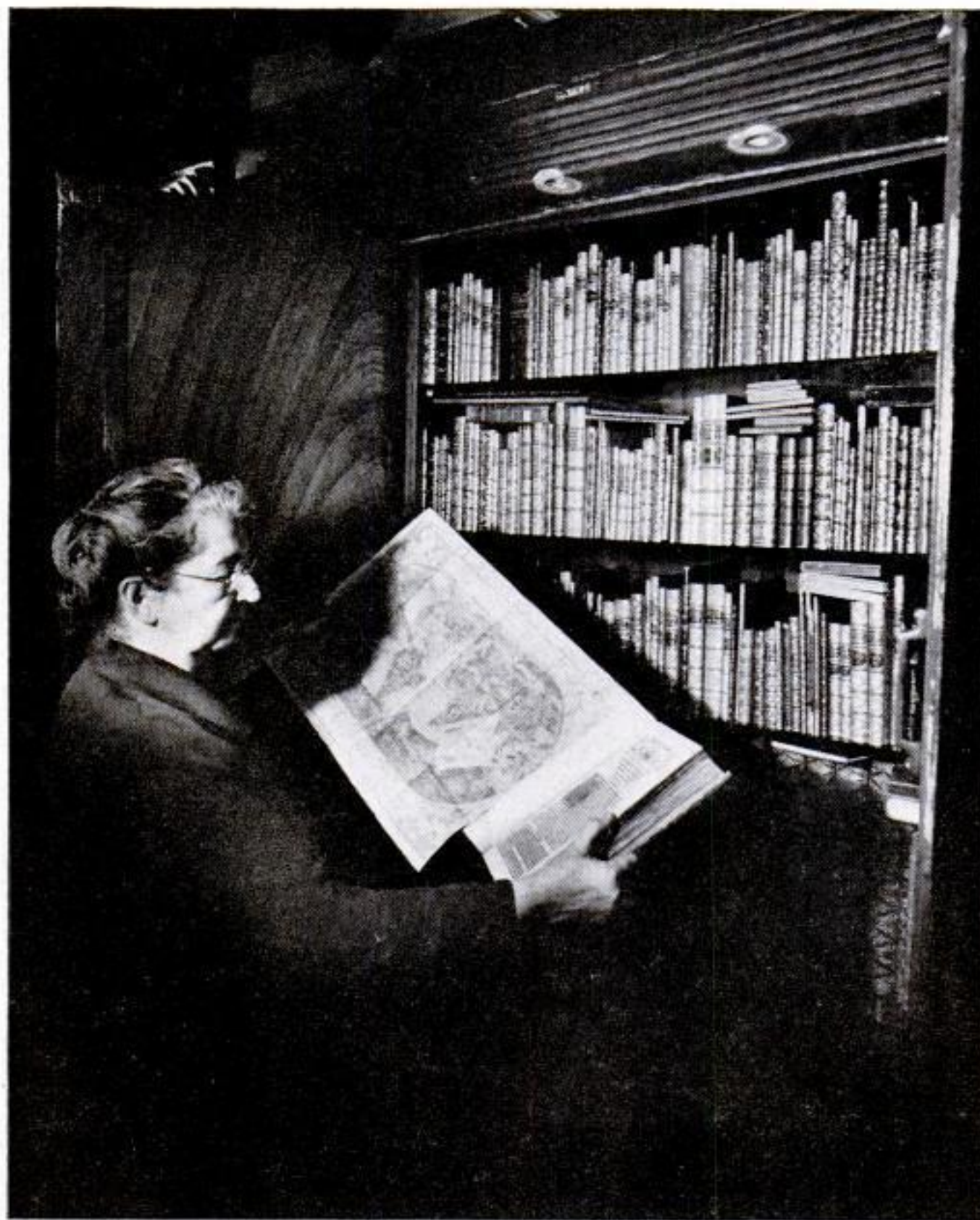
Please send me your new free booklet about varicose veins, "Comfort, Relief and New Leg Beauty."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**PEQUOT'S TREASURE CONTINUED**



**BEFORE OPENED SAFE** in Pequot library, crammed with old volumes, Southport Librarian Edna Werrey inspects one of the library's two first editions of Richard Hakluyt's *Principall Navigations*, published in 1589. Many of the books were sent to England for binding after Holman purchased them.

**THE PRINCIPALL  
NAVIGATIONS, VOIAGES  
AND DISCOVERIES OF THE  
English nation, made by Sea or ouer Land,  
to the most remote and farthest distant Quarters of  
the earth at any time within the compasse  
of these 1500. yeeres: Divided into three  
severall partes, according to the positions  
of the Regions wherunto they were directed.**

The first, containing the personall travels of the English vnto *Iudea, Syria, Arabia, the river Euphrates, Babylon, Babilara, the Persian Gulfe, Ormuz, Chaul, Goa, India,* and many Islands adioyning to the South parts of *Asia*: together with the like vnto *Egypt*, the chiefe ports and places of *Africa* within and without the Streight of *Gibraltar*, and about the famous Promontorie of *Buona Esperanza*.

The second, comprehending the worthy discoveries of the English towards the North and Northeast by Sea, as of *Lapland, Scythia, Corelia, the Baie of S. Nicholas, the Isles of Colgoicue, Vaigatz, and Nova Zembla* toward the great river *Ob*, with the mightie Empire of *Russia*, the *Caspian Sea, Georgia, Armenia, Media, Persia, Boghar in Bacltria*, &c diuers kingdoms of *Tartaria*.

The third and last, including the English valiant attempts in searching almost all the corners of the vaste and new world of *America*, from 73. degrees of Northerly latitude Southward, to *Meta Incognita, Newfoundland*, the maine of *Virginia*, the point of *Florida*, the Baie of *Mexico*, all the Inland of *Nova Hispania*, the coast of *Terra Firma, Brasill*, the river of *Plate*, to the Streight of *Magellan*: and through it, and from it in the South Sea to *Chili, Peru, Xalisco, the Gulfe of California, Nova Albion* vpon the backside of *Canada*, further then euer any Christian hitherto hath pierced.

Wherunto is added the last most renowned English Navigation, round about the whole Globe of the Earth.

By Richard Hakluyt Master of Artes, and Student sometime of Christ-church in Oxford.



Imprinted at London by **GEORGE BISHOP**  
and **RALPH NEWBERIE**, Deputies to  
**CHRISTOPHER BARKER**, Printer to the  
Queenes most excellent Maiestie.

1589.

**FAMOUS TITLE PAGE** of Hakluyt's book lists his name in small type just above the center illustration. England's most renowned geographer, Hakluyt compiled in this book accounts of explorers like Sebastian Cabot and Sir Francis Drake. It has been called the "prose epic of the modern English nation."

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HEADACHE  
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Immediate  
Relief!**

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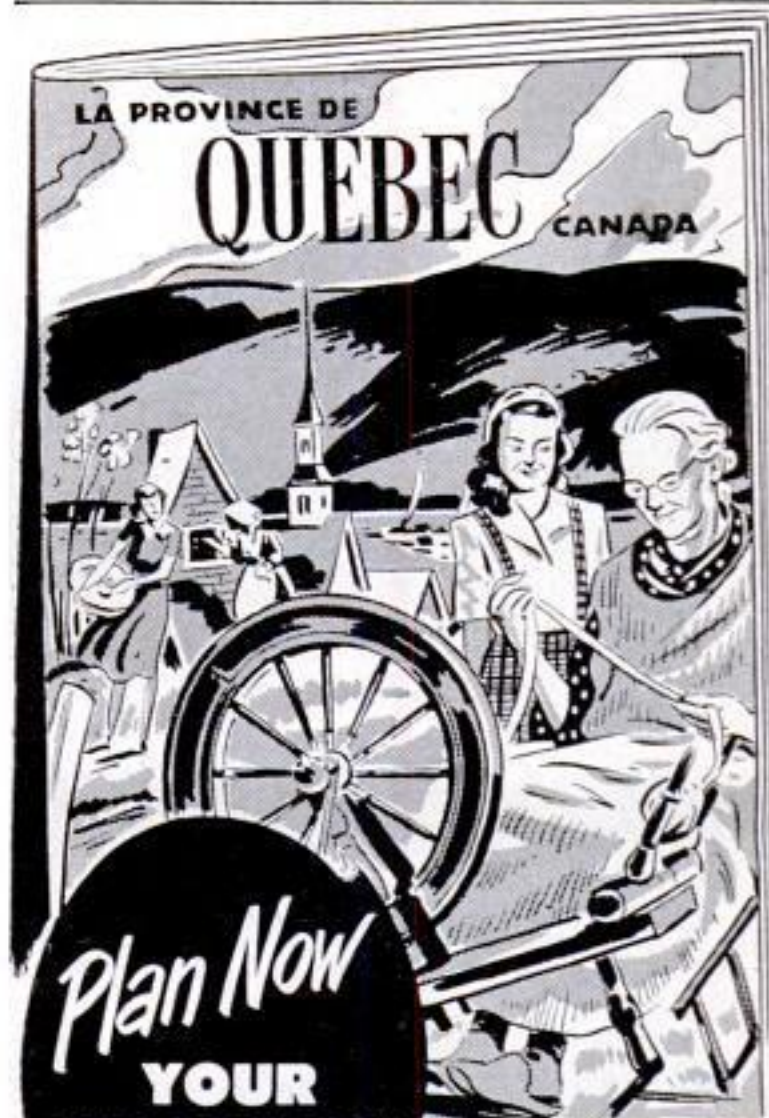


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# RCA VICTOR

## New TELEVISION Super Sets with "Picture Power"

When there's baseball in the air, you'll see it—and see it best on a new RCA Victor Super Set—the *only* television that gives you all these features:

**Clearest pictures!** City or country, the strongest reception possible. Here's why:

- A reserve of power—"PICTURE POWER"—goes into action *automatically* when it's needed.
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**"Golden Throat" tone system!** 3-way tone control and phono-jack for attaching a record changer like an RCA Victor "45."

**"Decorator" cabinets!** Authentic styling in all the popular finishes—30 generous, well-proportioned cabinets to choose from.

**The ONLY nation-wide Factory-Service!** RCA's *own* Service Company with its *own* factory-trained employees' offers the most dependable service in the television industry, and only RCA Victor owners can buy it.

**No "extras" to pay!** Price includes Federal Tax and full-year picture tube warranty. No extra charge for mahogany finish. *And prices start as low as \$229.95.*

## New RADIO with the "Golden Throat"



**Keep tabs on your favorite team with the RCA Victor Blaine**, a smart, compact table radio with plenty of power...the famous "Golden Throat" tone system for *finest* listening. Model 1X51, in deep maroon plastic cabinet, \$23.95. (Also available in antique ivory, laurel green, coffee tan, slate blue, wine red, or colonial white, \$24.95.)



Built to set new high standards for the industry. You can pay less but you won't get RCA Victor quality.

*All-time best seller! Every year since television was introduced more people have demanded and bought RCA Victor than any other make!*



The RCA Victor Covington. 17" television, Traditional styling. Built-in antenna like all wood cabinet Super Sets. Model 17T172, \$379.50.

Prices are suggested list prices subject to change without notice and to Gov't. Price Ceiling Reg's. Slightly higher in far West and South.

*"Tune in" perfect weather with an RCA Room Air Conditioner.*

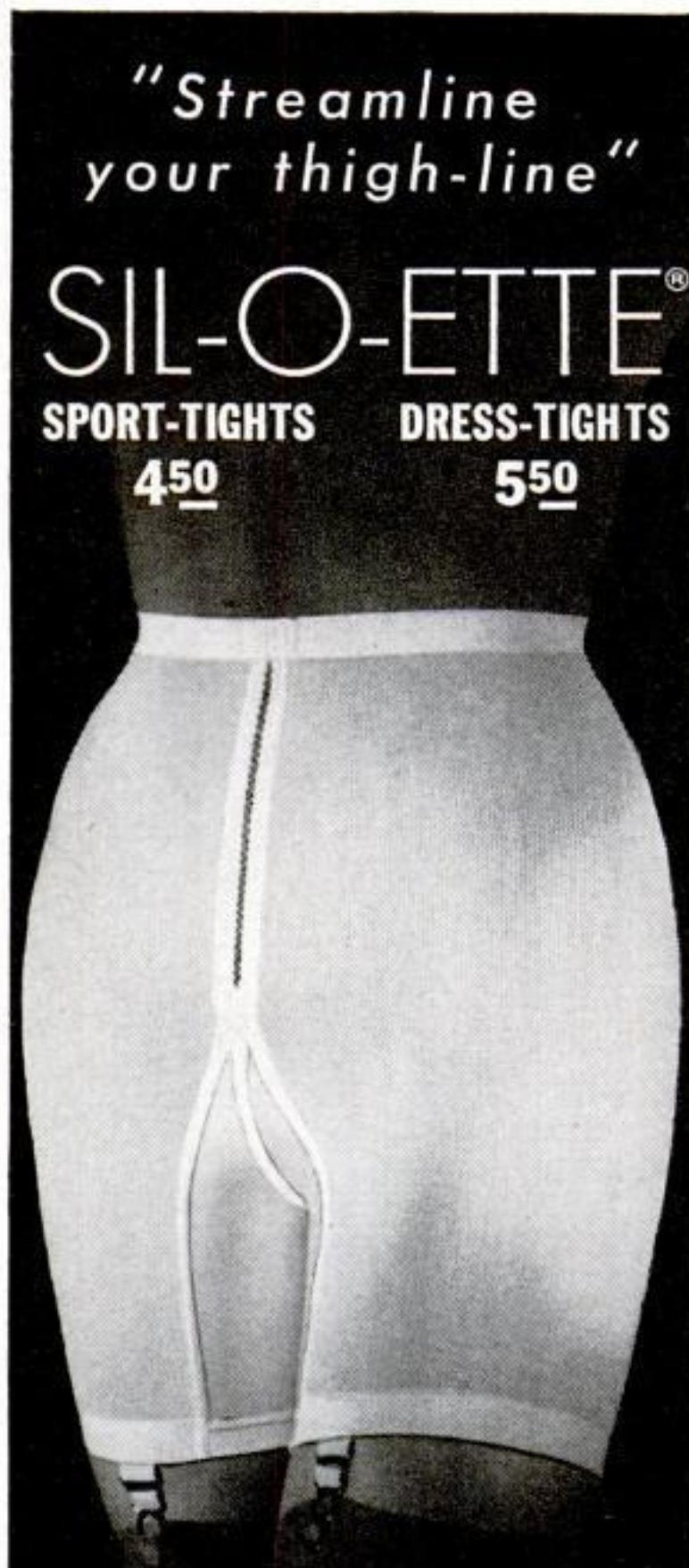
# RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

**WORLD LEADER IN RADIO...FIRST IN RECORDED MUSIC...FIRST IN TELEVISION**







"Streamline  
your thigh-line"  
**SIL-O-ETTE®**  
SPORT-TIGHTS 450 DRESS-TIGHTS 550

- **PATENTED DESIGN** prevents cutting, binding, riding up
- Made of long-stretch Len-O-Lastic, a woven elastic web made of natural rubber covered with rayon and cotton (for softness and absorption) and woven with nylon (for durability and quicker drying).
- **FAMOUS CONTOUR CROTCH** eliminates all strain... front, back and between legs
- **LONG LEG** streamlines your thigh-line, prevents chafing
- Slips on and off in a jiffy... no bones, no hooks, no zippers
- Crotch made of heavy rayon tricot... more absorbent, prevents chafing
- Detachable hose supporters; fagoted seams



DRESS-TIGHTS with added rayon satin elastic panel for added tummy control.

To assure perfect fit,  
SIL-O-ETTE Panty Girdles are sized by  
hip measurement (widest part).  
HIP SIZES 34 • 36 • 38 • 40 • 42

At Leading Department and Specialty Stores  
— Knit Underwear or Corset Departments.  
Or we will fill your order through store  
nearest you.

SIL-O-ETTE UNDERWEAR CO., JAMAICA 35, N.Y.  
L4-21  
My Waist Measure.....

Hip Measure Widest Part.....

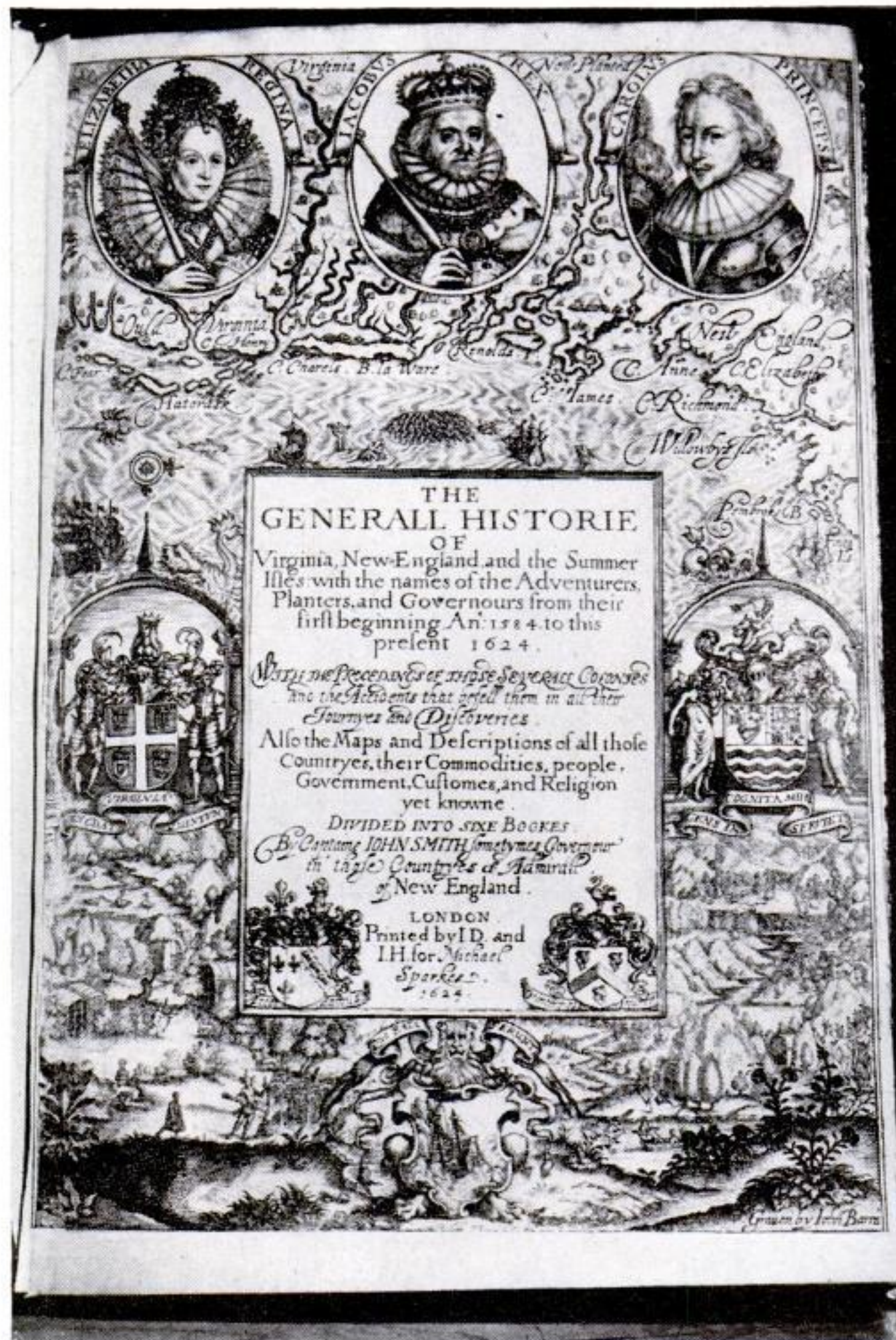
- |  |  |
|--|--|
| <input type="checkbox"/> SPORT TIGHTS \$4.50 | <input type="checkbox"/> DRESS TIGHTS \$5.50 |
| <input type="checkbox"/> TEAROSE             | <input type="checkbox"/> TEAROSE             |
| <input type="checkbox"/> WHITE               | <input type="checkbox"/> WHITE               |

Enclosed is \$..... to cover order.

Add Sales Tax, if any, in your city or state.



SMALL AND BIG BOOKS in collection are held by Southport library president, George O. May. Elephant folio of Audubon's bird prints is a gigantic book published in 1861. Tiny book is one of collection's hundred-odd New England primers, some of which contain psalms, catechism as well as ABCs.



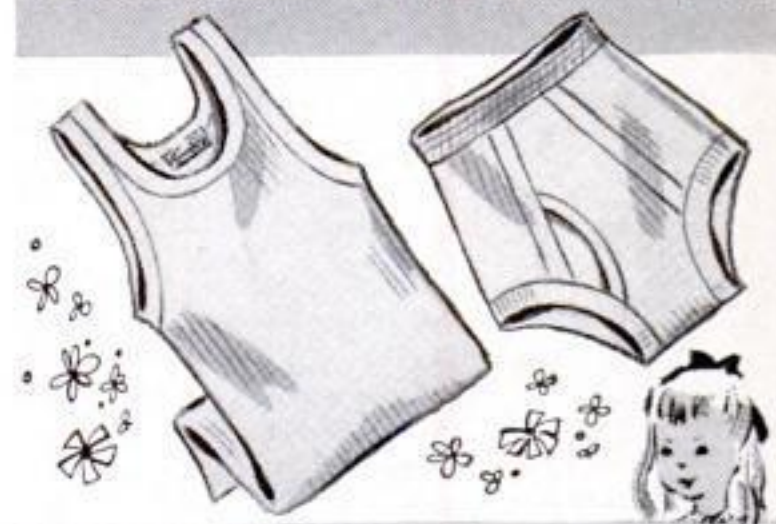
CAPTAIN JOHN SMITH'S HISTORY includes account of his capture by Indians, who released him in return for some guns. When Indians came to get guns, Smith's men fired into tree, from which "the yoe and branches came so tumbling downe, that the poore Salvages ran away halfe dead with feare."

You can't buy them  
too many

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Gordon UNDERWEAR



Gordon POLO SHIRTS



Springtime GORDONS...cool,  
comfortable cottons for children  
of all ages. Made for roughest,  
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tub-fast colors that survive count-  
less launderings.



Hosiery and Underwear for  
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at fine stores  
everywhere

THE LABEL TO TAKE HOME

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GENTLE  
**LAXATIVE**  
ANTACID

TAKE  
**PHILLIPS'**  
MILK OF MAGNESIA  
TONITE

WAKE UP FRESH  
FULL OF LIFE





# HOW TO BUY A WATCH

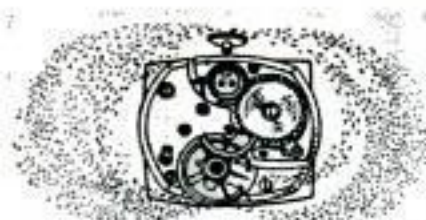
Five-minutes reading time to assure satisfaction in the watch you buy

## A Watch Has 128 Parts



An everyday wrist watch is made up of about 128 parts, whether it costs one dollar or several hundred dollars.

## What Makes a Watch Tick



A watch has a source of power, the mainspring. Its governing mechanism is the balance assembly which regulates the flow of power.

The various wheels and pinions transmit the flow of power from the mainspring to the hands.

## Now the Differences Begin

All watches, then, have in common certain mechanical features. Apart from this, one watch can so differ from another as day from night.

## What Shows That One Watch is Better Than Another

It takes a book to describe the scientific standards by which the excellence of a watch mechanism is established. But you need not read such a book. You can judge any watch by the record of its accomplishments and honors, throughout the world.

## At World's Fairs and International Expositions



For most of the past 100 years, the criterion of excellence for products of every type, from every land, was determined by impartial juries of experts at world's

fairs and international expositions. All leading makers of watches have been free to enter such competitions. Longines is the only watch in history to win 38 highest awards in open competitions at the great international expositions: the total, 10 Grand Prizes and 28 Gold Medals.

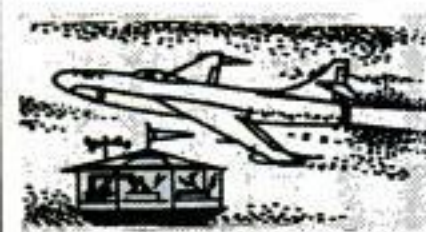
## In Accuracy Competitions at National Observatories



The great government observatories maintain chronometric laboratories. To them, watchmakers are invited to submit their time-

pieces in competitive accuracy competitions. The records show that since 1878 Longines watches have won prize after prize. Longines watches have the distinction of being classified "first" at the four government observatories—WASHINGTON, D.C.; KEW-TEDDINGTON, ENGLAND; GENEVA and NEUCHÂTEL in SWITZERLAND. The all-time accuracy record for wrist watches at NEUCHÂTEL GOVERNMENT OBSERVATORY is also held by Longines.

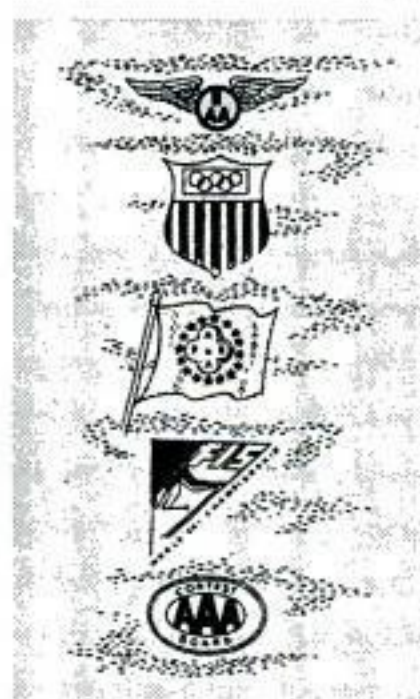
## In Aviation



"Longines is the First Watch of Aviation." As early as 1918, Longines was making watches for aviators. The great aviators of

history—BOARDMAN, CHAMBERLAIN, COLLYER, EARTHART, GATTY, HUGHES, KINGSFORD-SMITH, LINDBERGH, MATTERN, POST, WILLIAMS and others, used Longines watches for navigation. Longines watches were used in charting most of the world's farflung air routes. Most of the aviation timepieces in use today were first made by Longines-Wittnauer. Today, Longines watches are used by major airlines and pilots for actual overseas navigation.

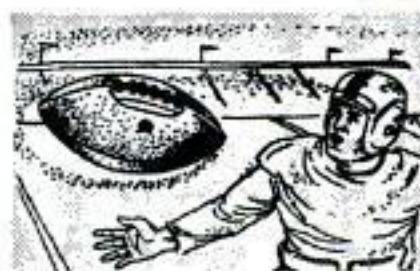
## In Sports



The record shows that Longines was probably the first to make one-fifth second timing watches; that the finest one-tenth second timing watch extant is Longines; that the world over, Longines watches are official for timing sports events in all fields. The number of sports and contest associations for which Longines is Official Watch is legion, among them — NATIONAL AERONAUTIC ASSOCIATION,

AMERICAN AUTOMOBILE ASSOCIATION, FEDERATION INTERNATIONALE DE L'AUTOMOBILE, AMERICAN POWER BOAT ASSOCIATION, INTERNATIONAL SKI ASSOCIATION, FIRST PAN AMERICAN GAMES, III BOLIVARIAN GAMES, OLYMPIC WINTER GAMES OF 1952. The United States Olympic Committee has again selected Longines Watches for timing all events for the selection of the U. S. Olympic Team of 1952.

## In Football



For years, Longines watches have timed the football games for more than 100 leading American colleges and universities. Longines is also the official watch for the professional NATIONAL FOOTBALL LEAGUE.

## In the Great National Game



In baseball, as well, all umpires of both major leagues, the NATIONAL LEAGUE and the AMERICAN LEAGUE, use Longines watches for timing all ball games, including the WORLD SERIES.

## In Science, in Exploration



Longines watches have been selected countless times for scientific missions, among which may be named those of the AMERICAN MUSEUM OF NATURAL HISTORY and HAR-

VARD OBSERVATORY. ADMIRAL BYRD used Longines watches in all three of his Antarctic expeditions. SIR HUBERT WILKINS and ROALD AMUNDSEN used Longines watches in their flights over the Arctic.

## People Like You and Me

The record of performance of Longines watches with millions of discriminating men and women all over the world during the past 86 years is an even more conclusive record of achievement. For greater accuracy, for long life, for utter dependability, the Longines record is beyond compare.

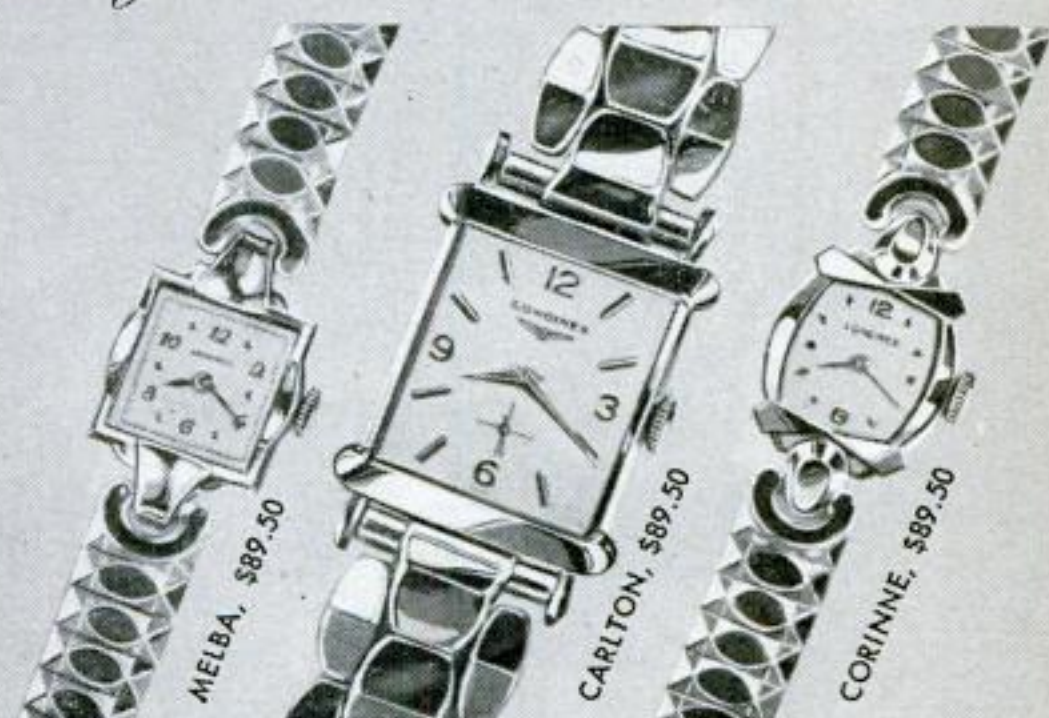
## What This Record Proves



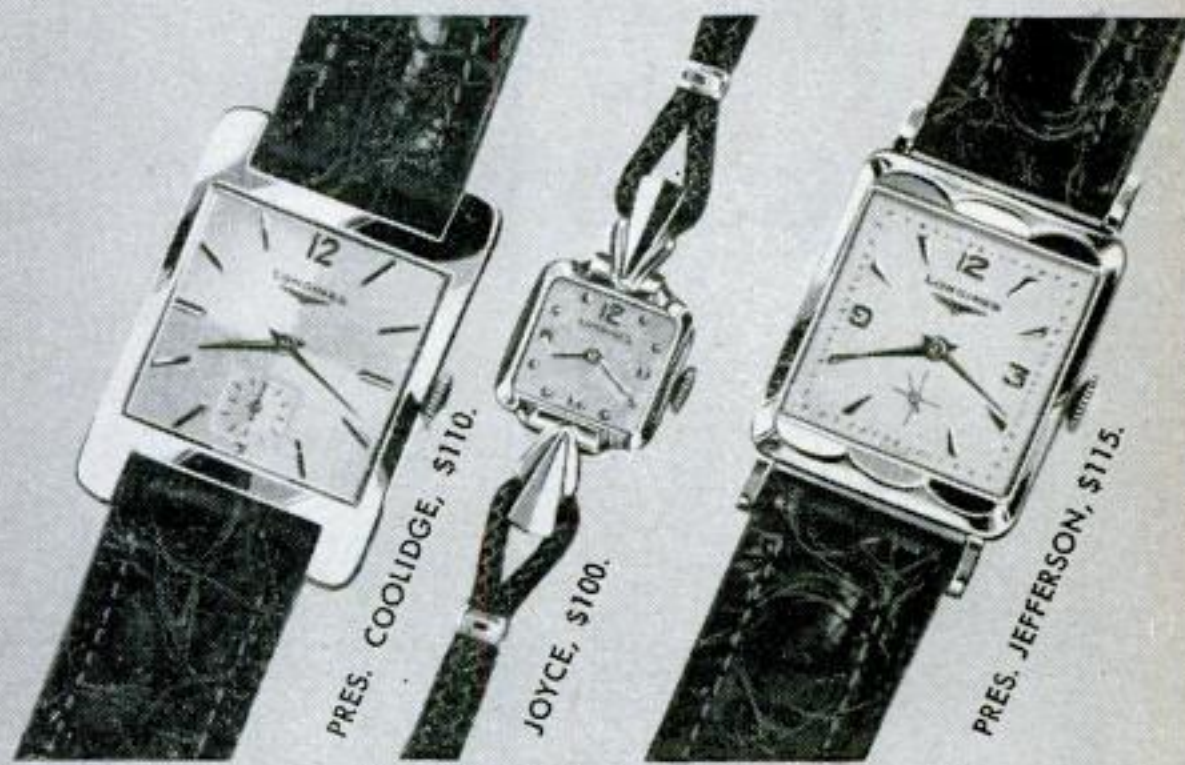
The record shows conclusively that throughout the world no other name on a watch means so much as LONGINES, the World's Most Honored Watch, premier product of the Longines-Wittnauer Watch Company, maker of watches of the highest character since 1866. When next you buy a watch, either for yourself or as a gift, remember, if you pay \$71.50 or more for a watch, you are paying the price of a Longines and you should insist on getting a Longines. There is a style and type of Longines watch for every need and purpose.



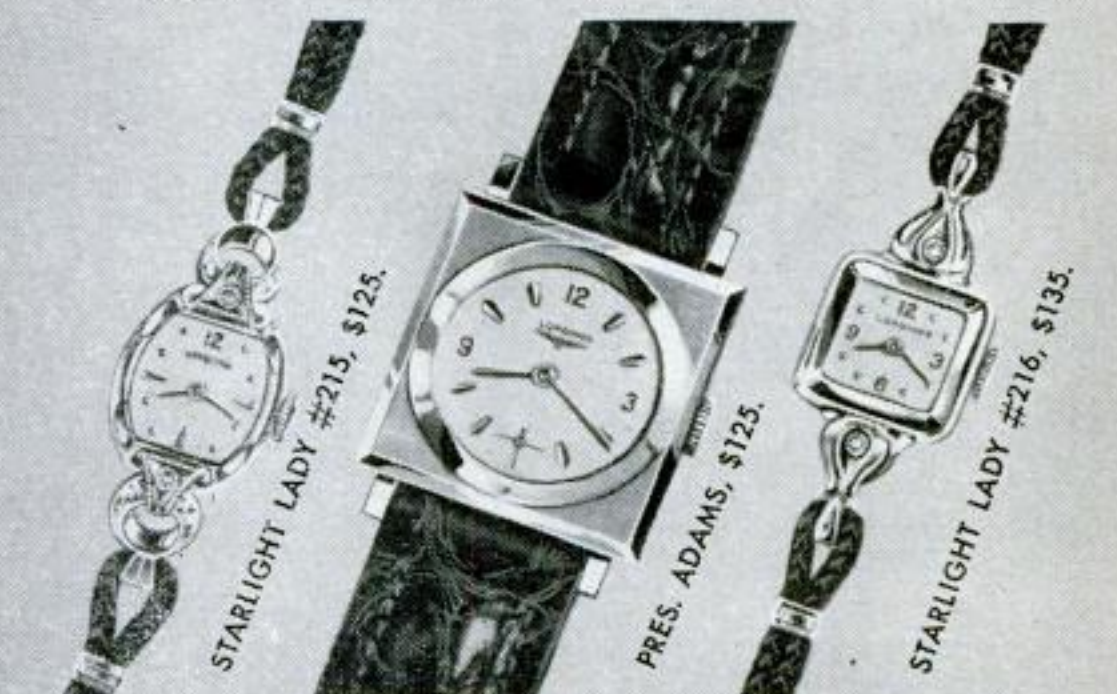
*Longines Watches \$71.50*



*Longines Watches \$89.50*



*Longines Watches to \$115.*



*Longines Watches to \$135.*



*Longines Watches to \$185.*

WATCHES IN TWO UPPER PANELS IN GOLD-FILLED CASES; OTHERS IN 14K GOLD CASES. ALL PRICES INCLUDE FEDERAL TAX.



**BRIGHTER SHINES**  
**1/2 THE RUBBING**  
**WITH KIWI**  
 (Kee-Wee)  
**SHOE POLISH**



**SURVEYS PROVE**  
**MARINES PREFER KIWI 38 to 1**

• Covers Scuff Marks! • Gives Shoes Richer Color!

Nobody knows a quality shoe shine better than a Marine! And in independent surveys Marines preferred KIWI 38 to 1 over the second brand. Try KIWI yourself and see why!

Ask any Serviceman... Soldier, Sailor, Marine

**KIWI**  
 (Kee-Wee)  
**Shoe Polish**

- BLACK • TAN
- BROWN • BLUE
- DARK TAN • MID-TAN
- OXBLOOD • MAHOGANY
- CORDOVAN • NEUTRAL



**Old Floors Like New**  
**WITHOUT**  
**SANDING**

With the NEW  
**MIRACLE**  
**LIQUID**



QUICKLY DISSOLVES  
 VARNISH,  
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RENEWES WOOD FLOORS  
 AND INLAID LINOLEUM

NON-GRAIN  
 RAISING... NO  
 RINSING REQUIRED

SAFE,  
 GENTLE TO HANDS  
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Amazing scientific discovery WISOLVE cleans old, unsightly floors like new without expensive sanding or tedious scraping. Just pour it on, wait 60 seconds, agitate lightly with steel wool, then wipe it off! Your floor is restored to its natural beauty... clean, ready to refinish. Completely safe, WISOLVE contains no acids, benzol, acetone, alkalis or wax to harm floors or skin.

Save time, work and energy with WISOLVE. Fast-working, easy and economical to use, WISOLVE has 101 uses around the home. Available at Better Paint, Hardware and Dept. Stores everywhere in four handy sizes. Pints 85¢, Quarts \$1.35, Half Gallons \$2.39, Gallons \$3.95.

Made by the makers of  
**ONCRETE for CONCRETE**  
 The Heavy Duty Concrete Floor Coating

**LOWEBSCO, INC., Dept. L-1**

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 In Canada—D.K. Sales Ltd., Toronto

**NAUSEA** affects children  
 when traveling.  
 For COMFORT and RELIEF  
 try  
**MOTHERSILL'S**  
**SEASICK**  
**REMEDY**  
 THE WORLD OVER

You can get  
**QUICK RELIEF**

FROM  
**TIRED**  
**EYES**



Just two drops of Murine in each eye, and—quick as a wink—they feel wonderfully refreshed. Murine's seven tested ingredients soothe and cleanse your eyes as gently as a tear. At any time, Murine makes your eyes feel good!



**MURINE**  
 for your eyes

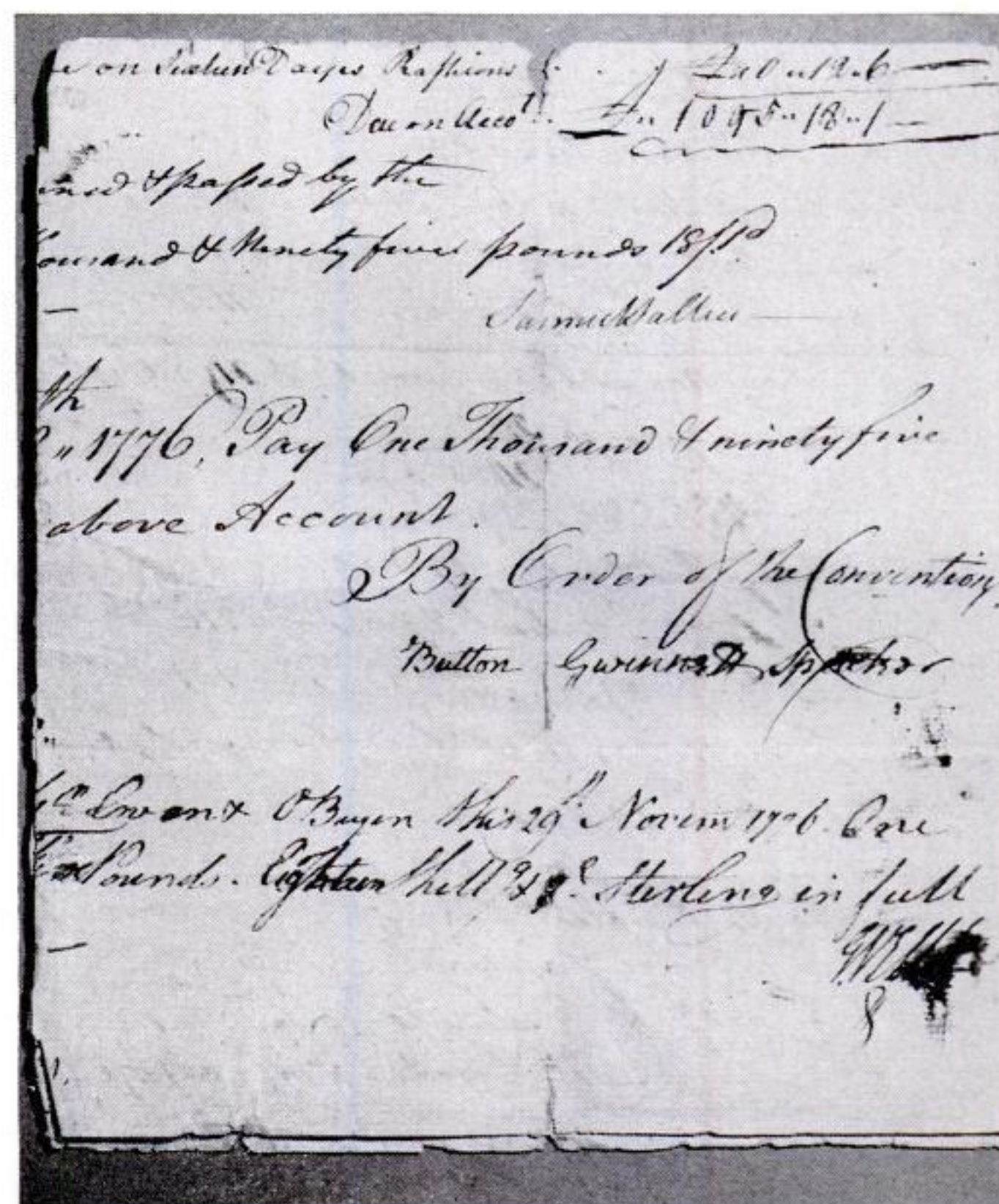
THE  
**HOLY BIBLE:**  
 CONTAINING THE  
**OLD TESTAMENT**  
 AND THE NEW.

Translated into the  
**INDIAN LANGUAGE**  
 AND  
 Ordered to be Printed by the Commissioners of the United Colonies  
 in NEW-ENGLAND,

At the Charge, and with the Consent of the  
**CORPORATION IN ENGLAND**  
 For the Propagation of the Gospel amongst the Indians  
 in New-England.

CAMBRIDGE:  
 Printed by Samuel Green and Marmaduke Johnson,  
 MDCLXIII.

INDIAN BIBLE, the first printed in America, was John Eliot's translation into the Algonquin language, published in 1663. Eliot, a colonial clergyman who preached to the Indians in Massachusetts in their own dialects, had in 1653 brought out his *Catechism*, first book ever published in Indian tongue.



VALUABLE SIGNATURE is that of Button Gwinnett, a signer of Declaration of Independence whose autograph in Pequot collection is on payroll account of a Georgia militia company. Autograph is valuable because Gwinnett lived short time, wrote little. Most recent price for his autograph: \$4,800.



# EXCLUSIVE

## NEWS ABOUT HOUBIGANT'S SENSATIONAL PERFUME DISCOVERY CALLED CHANTILLY LIQUID SKIN SACHET\*

IT'S *Perfume  
that Clings*

### A NEW, "NEVER BEFORE" KIND OF PERFUME...

one that's kept fragrantly alive by the warmth of your body. It's Houbigant's Chantilly Liquid Skin Sachet...perfume in a creamy pink liquid form, concentrated in a lasting sachet base. Slowly, steadily, your skin yields the rapturous, heart-capturing fragrance of Chantilly...the long-loved perfume...now in an excitingly different, long-clinging form!

### HOW TO APPLY THIS NEW KIND OF PERFUME BY HOUBIGANT.

Smooth a few drops over your skin...at wrist, the throat, the bend of your arm, behind the ear, beneath your neckline. With every pulse beat, the deep warmth of your body awakens the perfume in each precious drop...bringing to life the fragrance of Chantilly...the perfume that clings to you...everywhere you go!

\*Trade-mark



You owe it to yourself to try this amazing new perfume!  
Why not go to your favorite toiletries counter  
and ask for Chantilly Liquid Skin Sachet—today!

**\$1.85** plus tax at better stores





# A Mayor and His City

**NORMAN SHADE DOES JOB IN PEKIN, ILL.  
WITH FRIENDLINESS AND ODD FINANCING**

PHOTOGRAPHED FOR LIFE BY HOWARD SOCHUREK

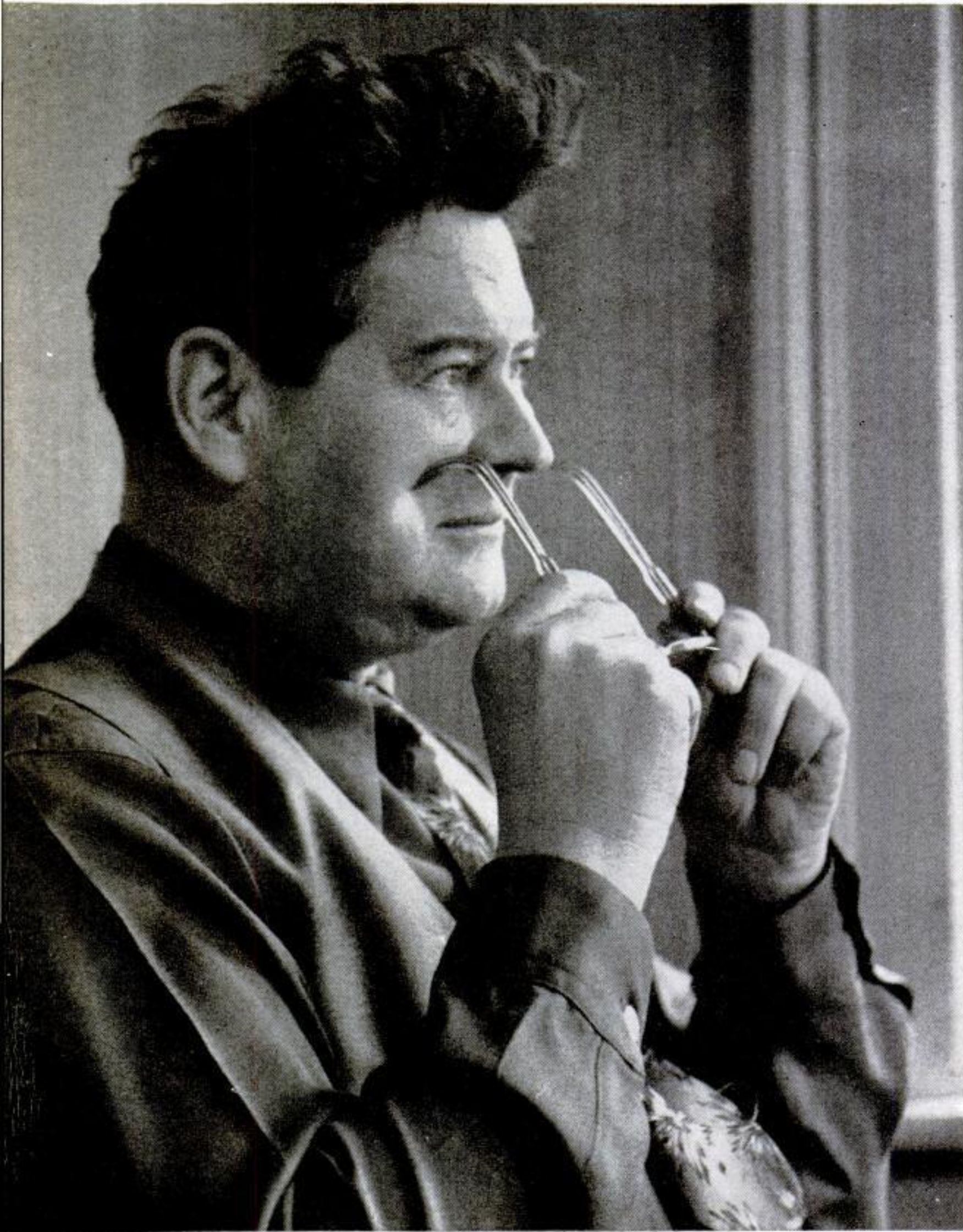
In the course of a perfectly ordinary morning recently, a man named J. Norman Shade had to decide what to do about some large red bugs in a tree, a dead cat in an alley and a \$32,000 fire engine that was so big it could hardly get out of the firehouse. To Norm Shade (*left*), the mayor of Pekin, Ill. (pop. 24,000), these were routine problems. He went out to look at the bugs and soothe the worried homeowner. He promised that the feline corpse would be picked up. And he decided that the firehouse street would have to be widened so that the new engine could get out to fires.

This quick, friendly interest in all the problems of all the citizens is a stock in trade of town mayors across the U.S. Norm Shade, who has been mayor of Pekin (pronounced Peekin') for 13 years, has not only mastered a mayor's ordinary functions but, particularly in financial matters, has shown an ingenuity that makes him unique. His Republican administration has been so successful that, when he was up for his fourth term last year, the Democrats did not even oppose him. As one would-be opponent sadly admitted, "You couldn't beat Norm in this town with a baseball bat."

Norm Shade had little training for the trying job of a small-town mayor. Bored by the process of education, he quit after his second year of high school to try his hand at peddling bread, making concrete blocks and, like another successful politician, working in a haberdashery. Finally he joined his father's real estate firm, which he now owns and operates. When he ran for mayor in 1939 he had never held a major political office.

When he took office the city was run down and badly in debt. Norm put it on its feet by shrewd administration, which everyone applauds, and some rather dubious financing, which many people decry. Gambling is illegal in Illinois, but Norm decided gambling would go on anyway and that Pekin might as well make money out of it. Norm blandly allows the gambling spots to flourish and blandly fines them for flourishing, a system that has brought hundreds of thousands of dollars to Pekin.

Pekin is divided on the subject of Norm's system, and a few years ago Pekin ministers formed a league against it. This so disturbed Norm that, though he is a staunch churchman, he temporarily resigned from his church when his minister supported the league. Problems like this bother Norm only as they affect his personal relationships. Naive when it comes to political philosophy, he is shrewd at practical politics and administration. Utterly unconcerned with state or national affairs, he has no interest beyond being mayor of Pekin and no ambition beyond being re-elected.



**MAYOR SHADE**, 49, is a big rumpled man with tousled black hair, a twang in his voice and a partiality for chocolate-colored shirts. The first mayor to have been born in Pekin, he has lived there all his life and never wants to move away. He married a Pekin-born girl and they live on the same street where he was born.

**CITY OF PEKIN**, county seat of a rich farming area, lies in central part of state down the Illinois River from Peoria. Its residents work in a nearby tractor plant and in grain-refining industries. It supposedly got its name because someone thought it lay diametrically across the world from Peking, China. (It does not.)







**ACHIEVEMENT AND DISAPPOINTMENT** are surveyed by Norm. Standing on steps of new city hall built by his administration, he looks down on 1951

cornerstone which should have been put in last year. Ceremony was delayed because Norm and city council disagreed on how to landscape front of the building.





MAIN STREET RUNS TO RIVER ON WHOSE BANKS STAND GRAIN ELEVATORS

## CITY COSTS AND COUNCIL GIVE NORM MOST TROUBLE

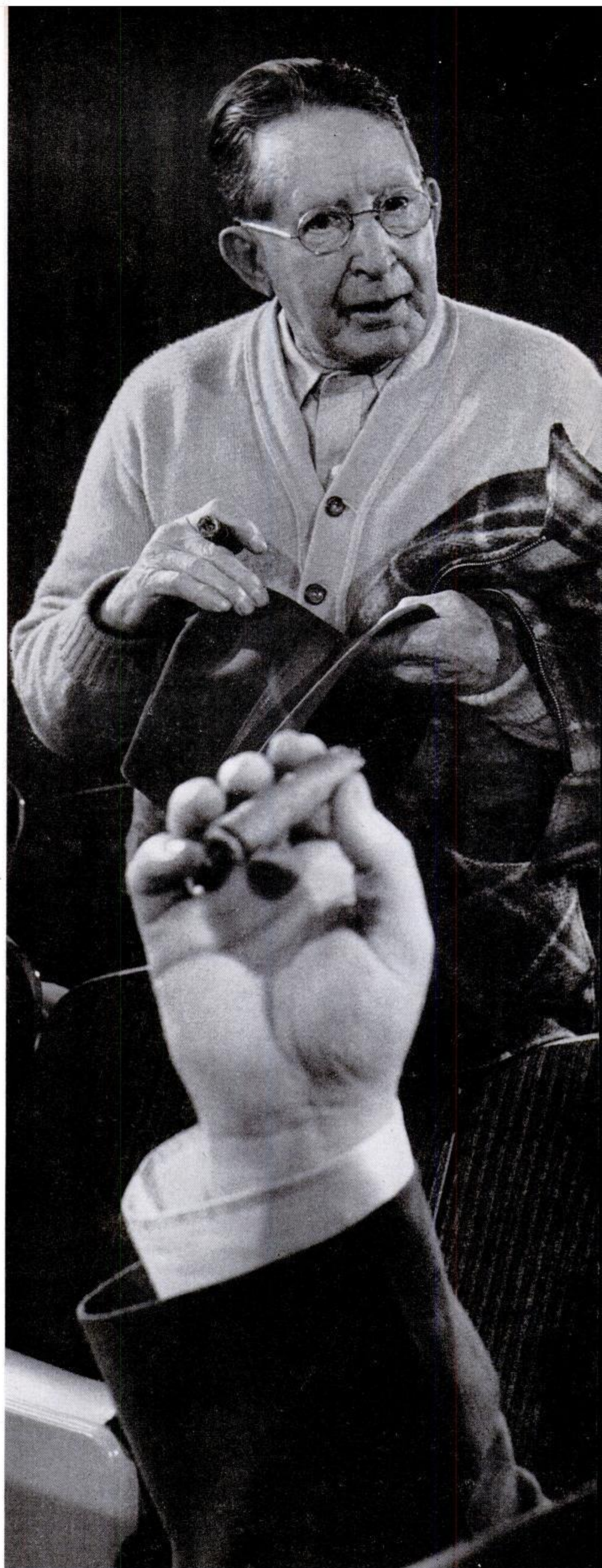
Pekin is administered by a council of four with the mayor making the fifth member. In his early years in office Norm Shade could count on the support of the council, but new men came in last year and Norm has been at loggerheads with them ever since—mostly over money. Because of rising costs the city operation showed a slight loss last year. Real estate taxes were already at the legal limit, so Norm proposed a \$5 automobile tax. The council agreed, disagreed and then agreed again, but by that time a citizens' campaign was under way and the tax was killed. Norm next proposed an increased corporate tax, and the council killed that too. Norm was forced to discharge two firemen and two policemen to save on salaries, and he has virtually stopped making road repairs.

Other things have gone wrong. The council decided that speeding fines could be a great source of revenue, so it instructed the police magistrate to fine every guilty driver the maximum of \$25. With Norm's backing, the magistrate refused, so the council held a meeting without Norm and transferred the magistrate's job to a more pliable justice of the peace. The magistrate is now preparing a conspiracy suit against the council.

Norm knows the city's business will get done in spite of these difficulties, but because of such squabbles he feels that he looks inept and ridiculous as an administrator and that the voters are laughing at him. He is so sensitive about this that he even offered to resign as mayor provided he could pick his own successor. But the council voted that down too.



**CITY COUNCIL** meets every Monday night. At the end of the meeting Norm (background), who often disagrees with the rest of the council, sits by himself to ponder his problems. They get \$1,200 a year while Norm makes \$1,800 as mayor.



**ANGRY CITIZEN** Lewis Williams tells city council that he and his neighbors are sick and tired of living in the smoke, soot and chaff discharged by grain elevators. Williams brought up the subject at the weekly council meeting and wanted





to know what the council was going to do about it. City Attorney Alfred Black (holding cigar) kept saying that the lawyer of the grain elevator company was sick but had promised to come in and talk to the council as soon as he got well.



**PEKIN'S RESENTMENT** is directed at drive-in movie (*background*) which was built next to cemetery. Norm sided with people who led fight against movie but then discovered it was just over the city line and out of Pekin's jurisdiction.



**PEKIN'S SHAME** is bad condition of roads. In response to complaints Norm (*center*) and his road superintendent inspect Eighth Street. As street commissioner, Norm is responsible for repairs but cannot raise the money to make them.



**PEKIN'S PRIDE** is the new \$32,000 fire engine, but it is so big that it can get out of the firehouse into narrow street only with much backing and filling. So far the engine has not gone to a fire, and probably won't until the street is widened.









## THE MAYOR CONTINUED



**PARKING METERS**, instituted in 1947, bring in \$27,000 a year. Here Norm (left) discusses a plan to sell advertising space on top of meters for extra revenue.

## THE GAMBLERS PAY OFF TO PEKIN

Although his city is currently short of funds, Norm is proud of his past record in city finance. He has changed Pekin from a debt-riddled city to one with high credit rating. This is due partly to new taxes and to innovations like parking meters. But much of it is due to Norm's entente with gamblers. River towns have a tradition of wide-open gambling, and Norm Shade's system, which would seem strange elsewhere, seems perfectly natural in Pekin.

An old craps shooter himself, Norm replaced the crooked games, competition and reform waves with a system of supervision which allows the gamblers to operate safely, protects players from crooked games and, most important, brings the city steady income. Each week the gambling proprietors report to the police magistrate (below) and plead guilty to operating illegal gambling devices. Then they pay

their fines—\$30 for a roulette wheel or a crap table, \$20 for a blackjack table—and are back in business for another week. A special source of gambling revenue is the punchboards. Norm gave the city punchboard concession to Fritz Woll (left) for \$500 a month, and the police are under orders to confiscate any punchboard that does not bear Woll's "union" label.

But two things now threaten this revenue. The 10% federal gambling tax has made gambling less profitable, and Governor Adlai Stevenson has cracked down on local officials, like Norm, who make the state gambling laws a joke. In many towns Stevenson has brought in the state police to break up the conniving and he has promised not to let up as long as "the hoodlums get the green light to exact their grim toll of our purses, our morals and our public life." So far the green light is still on in Pekin.



← **PUNCHBOARD KING** Fritz Woll keeps nearly \$7,000 worth of boards in his downtown office. Woll is talking of going out of business because 10% federal gambling tax cuts sharply into punchboard profits.

**GAMBLING FINE** is paid weekly by employe of Fred Morrow, who runs Stag Bar. Police Magistrate Julius Janssen (above) records payment in his ledger while pay-off man talks to Patrolman Fred Grotti.





**AT ITALIAN DINNER** Norm, as guest of honor (center), bites mouthful of mushrooms dipped in *bagna cauda*, a sauce made of garlic, olive oil and anchovies.



**AT SUNDAY SCHOOL** in church basement Norm and his students take turns reading Bible. Norm teaches with mixture of humor, cajolery and deep devotion.



**AT HOME** Norm plays Chinese Checkers with his wife while his mother, who lives next door, watches. Norm has one daughter who is married, lives downstate.

## THE MAYOR CONTINUED



**HOSPITAL VISIT** produces presents for children. Nurse gives Norm a weekly list of young patients.

## NORM HAS A BIG APPETITE FOR FOOD AND FRIENDSHIP

Even if Norm Shade were not an able administrator and a shrewd financier, the citizens of Pekin would probably want him to stay in office simply because he is the friendliest guy in town. When he takes a walk down the city's main street (below) everybody he meets stops to talk to him. When he visits the city hospital, which he does every Sunday night, he brings cigarets and candy to the older patients and hands out toys and books to all the children. A large part of each working day is taken up with his correspondence—personal letters to every Pekin man in the service, a greeting card and a bright new penny to the parents of every new baby in town, a congratulatory note to every new married couple and a letter of condolence to everyone who has lost a relative. He also finds time to visit everybody who is in trouble and, thanks to his enormous appetite, he is always available for social lunches and suppers, even if it means that he has to eat two big meals less than an hour apart.

All these activities, of course, are excellent political moves, and they all pay off handsomely at election time. But the people who know him best say that Norm would be doing all these things anyway, even if he were not in public office. They insist that he is basically a friendly, generous man, and the fact that he wound up in politics was just a matter of good luck—good luck both for Norm Shade and for the people of Pekin.

## NORM TAKES A 10-MINUTE WALK



**RESTAURANT OWNER** Berry Allen shakes hands as Norm starts off on his walk. Allen's restaurant is opposite mayor's office on main street.



**CITY ENGINEER** Jack Crenshaw strolls down the street with Norm to report to him that the work on city's sewers is getting along satisfactorily.





**HARDSHIP CASE** Mrs. Ed Seelye gets visit from Norm and tells him she owes medical bills for her three children and that the hospital attached her husband's

pay. Now she has no money to pay for food and clothing. Norm took down a list of all the things she needed and promised to ask Elks or Moose for a donation.



**STORE MANAGER** Bert Foster listens to Norm's opinion that Bert is sporting a loud tie. Norm is so good-humored he seldom hurts feelings.



**BUSINESSMAN** James Clayberg stopped Norm for several minutes in front of post office and complained about condition of one of the streets.

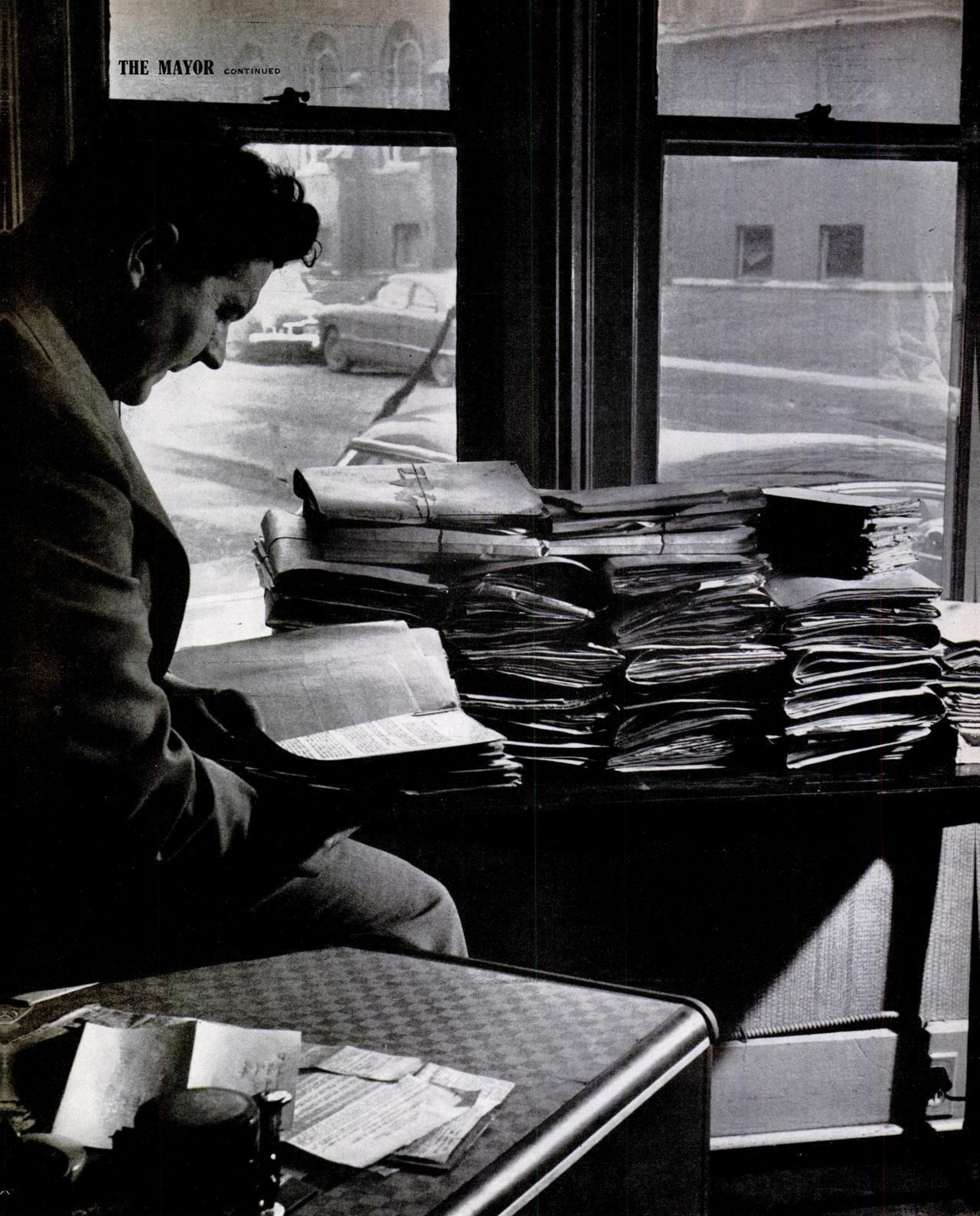


**EX-WRESTLER** Al Rossi consults Norm about real estate deal and asks if Norm has found a buyer yet for his mother's house. So far Norm had not.



**STORE OWNER** Emil Prandoni, who has just opened a radio-TV shop, reaches in his pocket to give Norm a business card. Norm wished him luck.





**AT THE END OF THE DAY** Norm pores over his souvenirs, 4,500 letters he received from Pekin servicemen during World War II. Norm gets a great deal of

satisfaction from these letters, not only because the men bothered to write him, but also because he somehow found time to answer each one of them personally.





# SERVISET

**brings Spring to your table!**

Three gay as a garden, lovely as May patterns in new inexpensive EXTRA VALUE SERVISET. They bring the outdoors indoors and put the flowers of springtime on your table! Morning Glory, Roses, Ivy . . . in complete sets of paper plates, Handi-Handle® cups, napkins and tablecover. Springtime is funtime with no dishes, no table linens to wash!

Look also for "Purity"® paper tableware. BIG PAK for everyday use!



SUTHERLAND PAPER COMPANY • Kalamazoo, Michigan



# AVONDALE

CHAMBRAYS NOVELTY WEAVES CORDUROYS SEERSUCKERS PLAIDS DENIMS TICKINGS YARNS

Made in Alabama, Sold by Southeastern Cottons, Inc., 58 Worth Street, New York 13

## Companion

IN READY-TO-WEAR

You'll find these dresses at Marshall Field & Co., Chicago  
The Emporium, San Francisco; B. Altman & Co., New York  
A. Harris & Co., Dallas; Rich's, Inc., Atlanta  
Fredrick & Nelson, Seattle, and at leading stores everywhere.

### BOBBIE BROOKS

—handsome separates of  
Avondale Sandbar Denim  
in solids and stripes.  
Bankers' brown or charcoal  
gray. Sizes 7 to 15.  
Blouse, \$3.95; skirt, \$5.95.

**DUDLEY CASUALS**—soft  
little tailored frock in  
Avondale Tattersall Check.  
White with red and black; yellow  
and black or blue and black checks.  
Sizes 7 to 15. \$10.95.

### JONATHAN LOGAN

—chic daytime dress  
in solid color Martine  
Chambray and matching  
Avondale Satin Stripes.  
In gray, toast, blue,  
pink, and lime.  
Sizes 7 to 15. \$8.95.





# Color FABRICS

In clothes you buy, and clothes you make . . . you can have wardrobe magic with Avondale fabrics in Companion Colors. Solid colors, stripes, and checks are dyed-in-the-yarn, and made to be matched . . . in gay combinations . . . and in wonderful change-about! There's an inviting variety of fabrics and patterns to choose from, too! Look for Avondale fabrics in ready-to-wear, and by-the-yard . . . at leading stores, everywhere.

AND BY-THE-YARD



Wardrobe that's easy to sew . . . sleeveless dress in Avondale Plaid . . . wear-everywhere top in Avondale andbar Denim.ogue pattern No. S4312.



Stay-fresh sundress you can sew in Avondale's Robin Check (a crisp seersucker) and PERMA-PRESSED Mignonne Chambray (it resists wrinkles and soil). McCall's pattern No. 8576.



You can make lots of Mother-Daughter combinations in Avondale PERMA-PRESSED Mignonne Chambray . . . in solids and stripes. Simplicity patterns . . . Mother's, No. 3791; Daughter's, No. 3808.



# Thanks to The Thousands of Hostesses

## Giving Stanley Parties Daily



**A**T MORE than 11,000 STANLEY Hostess Parties every day, practical housewives now gather to shop comfortably for STANLEY's many QUALITY PLUS Products. These convenient and time-saving shopping parties have now become a standard part of the social and business

life of every community. This, in large measure, is due to you thousands of women who, by acting as STANLEY Party Hostesses, cooperate so splendidly with STANLEY Dealers everywhere. For this cooperation, we say to each and every one of you, "Please accept our sincerest thanks."

**STANLEY LEADS** with more than 150 QUALITY PLUS Products featured exclusively at STANLEY Hostess Parties—

Wonderful Mops (dry and wet), Brooms, Dusters, Household Brushes, Waxes, Polishes, many types of Cleaning Chemicals, to save time, work, money, in every phase of housekeeping.

Exquisite and practical Toilette Articles, Shampoos, Bath Accessories, Personal and Clothes Brushes, countless other articles to guard the health and enhance the appearance of each member of the family.



Originators of the Famous  
Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, INC., WESTFIELD, MASS.

Stanley Home Products of Canada, Ltd., London, Ont.

(Copr. Stanley Home Products, Inc., 1952)







# COOKING UP HIGH

**Circus brings aerial chef, a  
rowdy chimp and Chaludis**

The most startling sight in the big new Ringling Brothers circus is a portly old German named Camillo Mayer who, when he first comes out in the ring, looks like a vaudeville Dutchman ready for a pratfall. As he slowly climbs a rope ladder to the high-wire platform, swinging ponderously from side to side, the crowd breaks into laughter. Then, picking up a chair and a stove, Mayer ambles out on the wire. In the center, high above the ring, he stops, balances stove and chair on the wire, sits down on the chair, lights the stove, takes out a frying pan and, while the crowd gasps nervously, proceeds to cook himself an ersatz flapjack. Then he picks up his high-wire cooking equipment and comes down.

Like most of the good new acts in the circus, which has just opened its 1952 tour at Madison Square Garden in New York, Mayer is a recent European import (even the chimp in the show's funniest animal act [p. 146] got his circus training in Germany). And like many of the top performers, including the head-standers on page 148, Mayer evokes both admiration for a difficult feat and laughter for a ridiculous result.



**FORTY FEET UP**, 62-year-old Camillo Mayer balances himself and blazing stove on high wire (left), happily fries up a "mess" of phony flapjacks (above).



*Stars in your Glass*



**FLAVOUR**

**QUALITY**

**UNIFORMITY**

**PRESTIGE**

**VALUE**

**HAIG & HAIG**  
4/5 QUART 86.8° PROOF  
★★★★★  
**FIVE STAR**  
Blended Scotch Whisky  
100% SCOTCH WHISKIES  
BLENDED AND BOTTLED BY  
**HAIG & HAIG**  
LIMITED  
Markinch, Scotland  
SPECIALLY SELECTED  
PRODUCT OF SCOTLAND  
DISTILLED IN SCOTLAND  
AND BOTTLED IN THE UNITED KINGDOM  
UNDER GOVERNMENT SUPERVISION

**BLUE CHIPS**  
by  
RENFIELD

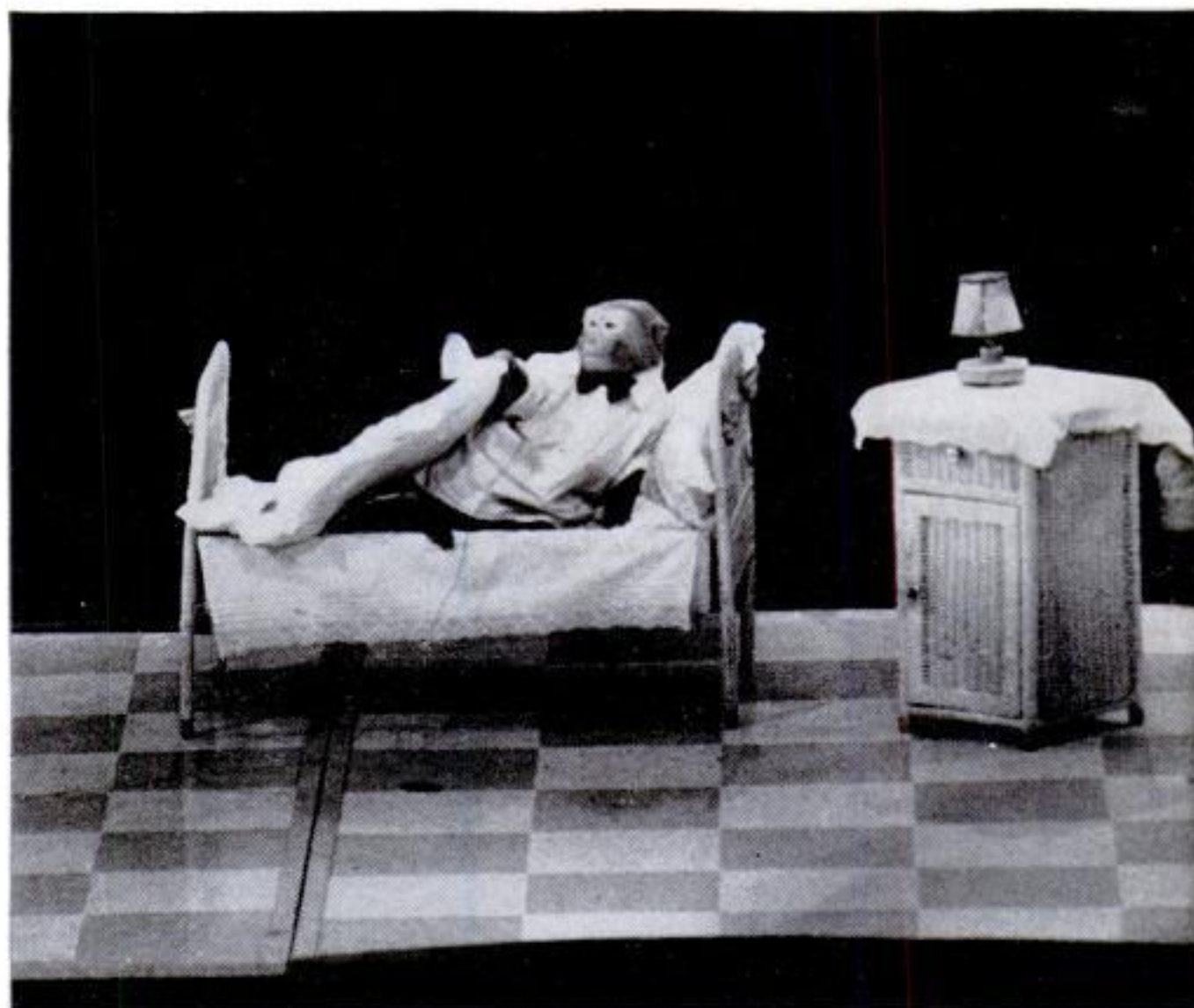
*don't be vague... say*

**FIVE STAR**

**Haig & Haig**

BLENDED SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.

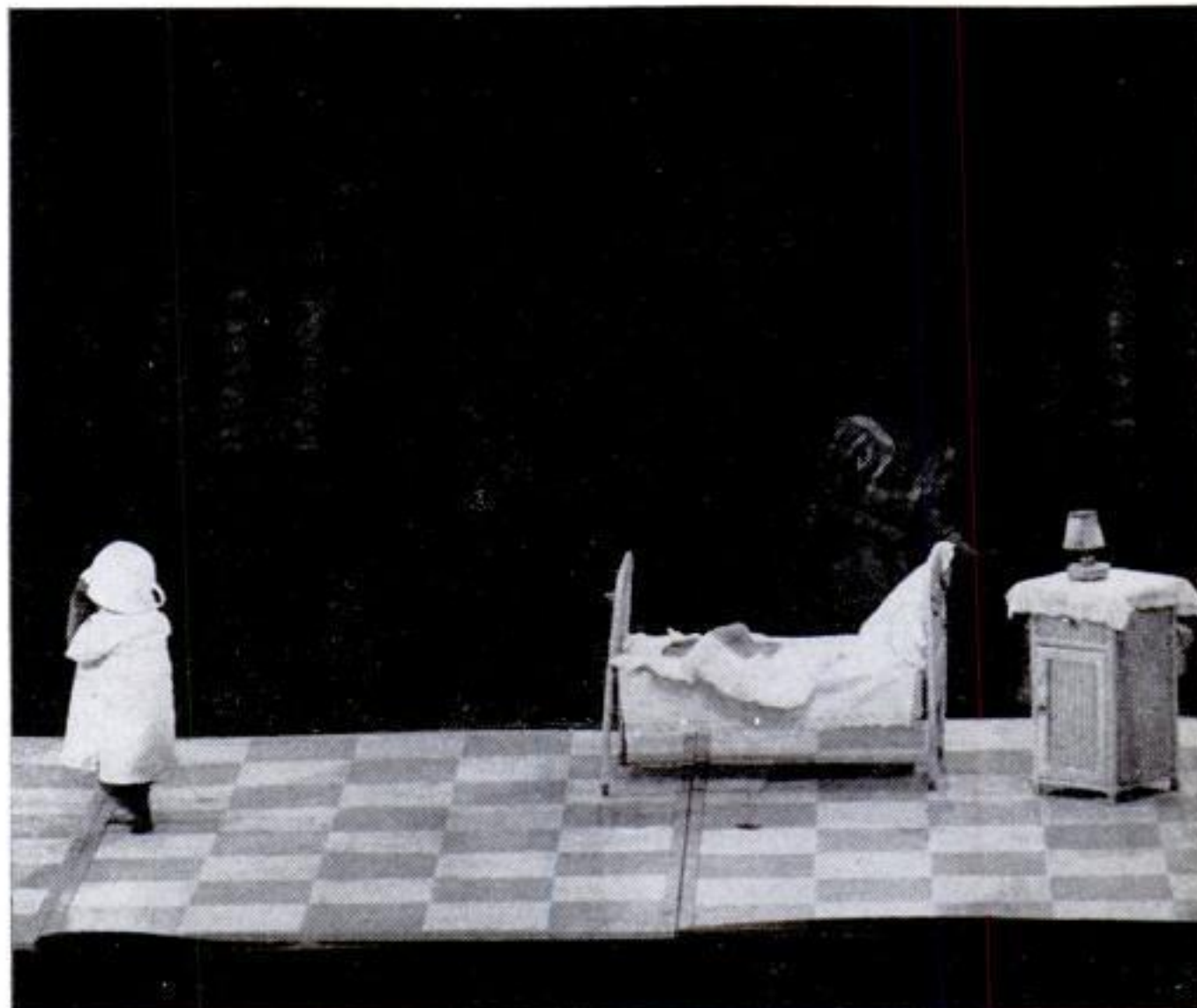
## CIRCUS CONTINUED



**CHIMP COMES HOME** after rowdy night out and tumbles into bed. Act begins when its star, Toto, staggers in and removes elegant top hat and tails.



**WELL-EQUIPPED CHIMP** hauls out his chamber pot from tiny commode. He carries the pot to center of ring and sits down on it, clapping his hands.



**CHIMP LEAVES HOME** noisily at conclusion of his act in flapping night-shirt after picking up the empty chamber pot and up-ending it over his head.

CONTINUED ON PAGE 147



# LIFE

## announces the

# "CITIZENS' VIEW OF '52"



This week—and during the next ten days—thousands of U.S. citizens in some 700 communities will have a chance to vote on the questions they would most like to have answered by the 1952 Presidential candidates—at forums sponsored by LIFE, in association with the League of Women Voters, the National Broadcasting Company and (in many cities) with leading department stores.

On Thursday evening, May 1, the leading candidates will answer those primary questions in person—at the Masonic Temple in Cincinnati. This meeting will be the highlight of the National Convention of the League of Women Voters. The National Broadcasting Company will carry a special network program reporting the event.

Presidential Candidates Estes Kefauver, Robert Kerr, Harold Stassen and Earl Warren have already accepted LIFE's invitation to appear in Cincinnati. Paul Hoffman will speak for General Eisenhower. Governor Stevenson and Senators Taft and Russell have been invited but have not yet given a definite answer.

LIFE believes that never before in U.S. political history have the American people had such an opportunity to address their questions to the Presidential candidates in advance of the national political conventions; that perhaps not since Lincoln and Douglas waged their famous debates in 1858 have the leading contenders for the nation's highest position appeared side by side on the same platform to submit their contrasting opinions on vital national issues.

As this goes to press, a great many LIFE readers are attending the forums in their own communities and helping to determine the questions of greatest concern to voters. On May 1 the candidates give their answers to these questions; LIFE hopes its readers will check their newspapers for the time and place of the broadcast and be on hand for the program.



## ACTORS' FACES...Johnny Johnston



Johnny Johnston, star of the Broadway play, "A Tree Grows in Brooklyn"

## Actors' faces are extra-sensitive

But Johnny Johnston knows that this wonderful shaving cream helps him shave comfortably, have soft, youthful-looking skin.

Wearing and removing heavy stage make-up several times a day leaves actors' faces sensitive to the razor, prone to wrinkled, old-looking skin. And for actors, looking one's best is important to returns at the box office.

To help all men with sensitive skin, the J. B. Williams Company has added a wonderful new ingredient to Williams Shaving Cream. This new ingredient, Extract of Lanolin, contains 25 times the beneficial properties of the well-known skin conditioner, plain lanolin. It lets you shave close, yet helps free

your skin from the risk of painful nicks and scratches.

If your position, too, requires good grooming at all times, use the New Williams Shaving Cream with Extract of Lanolin every time you shave. It helps your skin preserve its youthful qualities, take on that healthy glow... helps you look your very best at all times.

Start using the New Williams Shaving Cream right away. If you prefer a brushless shaving cream try new Williams Brushless. It contains the same luxurious shaving cream qualities.

## CIRCUS CONTINUED



STACKED-UP TRIO, the three French Chaludis, bicycle casually around the board-covered ring in one of the circus' numerous family balancing acts.

**SOUP  
FOR  
LUNCH**  
HOT AND HEARTY  
AND OH, SO GOOD!  
MAKE IT  
**Campbell's**  
CREAM OF  
MUSHROOM SOUP

Fresh, cultivated mushrooms—heavy whipping cream... Mmm—Good!



## A GOOD POINT TO REMEMBER!

**SAFT-HED  
THUMB TACK**



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



## QUICK TO THE RESCUE!

Talk about fast action! Just sprinkle Dr. Scholl's Foot Powder on your hot, tender, chafed, sensitive, tired feet. Grateful relief is yours at once! Eases new or tight shoes. Helps prevent Athlete's Foot. Be sure to get Dr. Scholl's Foot Powder today! Sold everywhere.

**SUPER Test**  
PROVED BY ACTUAL TEST

FAST-DRYING

**SATIN**  
Rubberized WALL PAINT

NEW ALL-RUBBER BASE SATIN WALL FINISH OFFERED BY VARIETY STORES

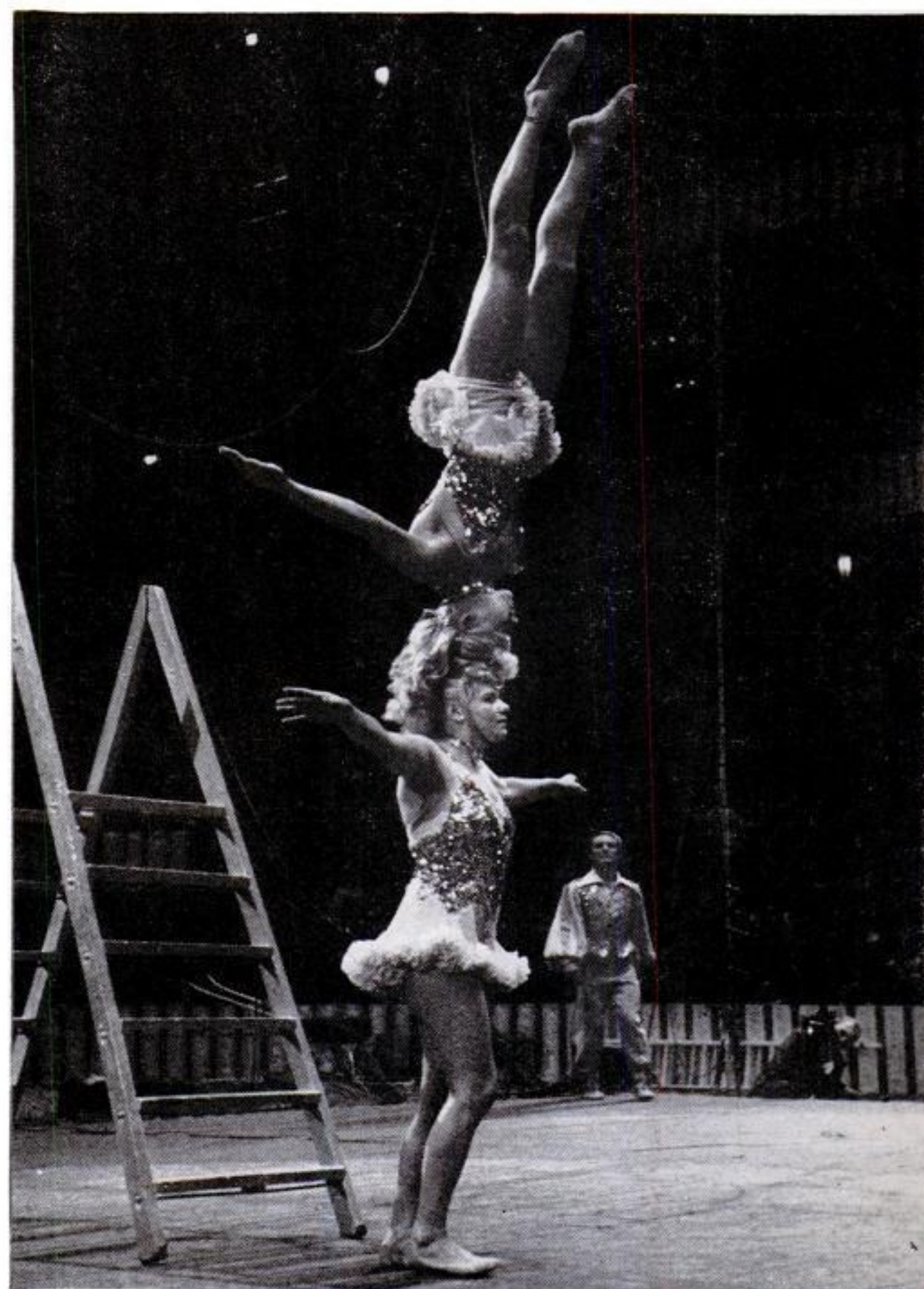
Super washable, ready-to-use quality paint at lowest cost \$1.39 \$4.49  
QT. GAL.

SUPER TEST Paints—a new complete line of quality interior, exterior paints now available at your variety store.



GUARANTEED BY  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**A. WILHELM CO.**  
Reading, Pa.



STILL TETE-A-TETE, Gerda (top) and Lucia climb up and down ladders, step off stool. Lucia wears leather "doughnut" on head for sister to fit into.





## just for fun!

And for everything else you can think of—  
under the sun. It's the California-inspired

BEL AIR in Hanes soft, absorbent  
SuedeKnit®. Shrink-resistant, colorfast.

Ready to go places in your favorite colors—  
and a breeze to own! \$2.75

P. H. Hanes Knitting Company, Winston-Salem 1, N. C.

GET MORE THAN YOU BARGAINED FOR—GET

# HANES

SPORTSWEAR





Soft Scotties are gentle—even for baby's button nose

**Scottie's**  
are softies  
thriftier, too!

*The whole family votes for Scottie's!*

The feminine sniffers, proud of their pretty noses, definitely prefer to bury them in gentle Scottie's. Even Junior doesn't turn his little face away from a Scottie's soft wipe-up. And daughter now removes make-up neatly with no messy crumbling.

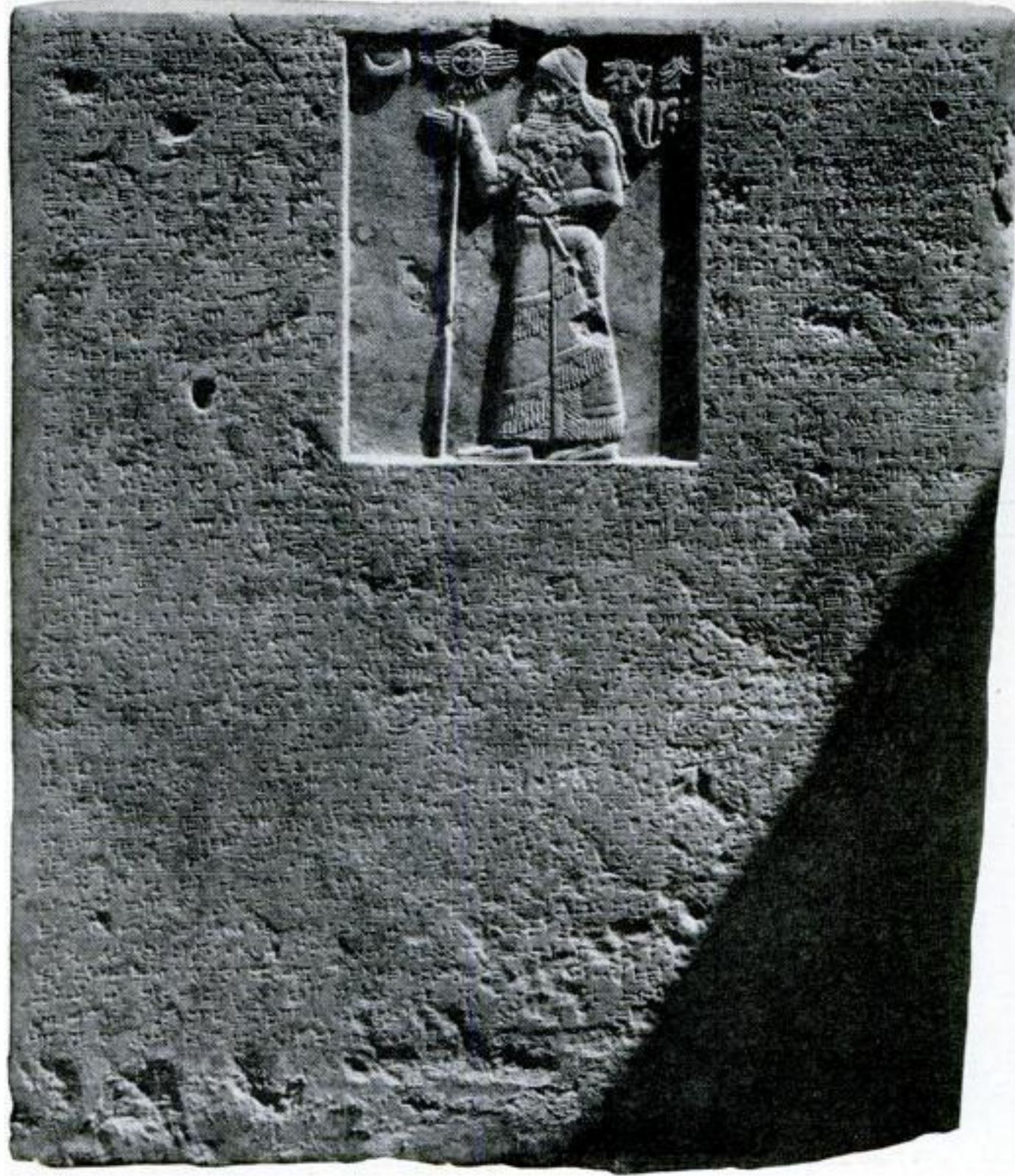


But the men of the family really put Scottie's to the test and shout their approval. Scottie's don't go to pieces in their pockets and withstand even their heartiest sneezes.

For all-round value, for softness that can take punishment, compare Scottie's with all others. You'll see for yourself why Scottie's have become the family favorite tissue! Another Scott quality product!

"Scottie's," Reg. U. S. Pat. Off.





INSCRIPTION IS ON 5-FOOT SLAB DECORATED WITH KING'S PORTRAIT

# Dateline: NIMRUD, 879 B.C.

**A great king of ancient Assyria describes the fighting and feasting of his day**

The proud and sonorous words of an ancient king, echoing across 3,000 years of time from the inscribed surface of a sandstone slab, have given archaeologists a vivid, detailed picture of life in the once-great Assyrian empire. Written by King Assur-nasir-pal II in the Ninth Century B.C., this document in stone is a priceless legacy to scholars accustomed to piece together the pattern of the past from lifeless relics. Here, in boastful phrases that might have been spoken by a modern-day dictator, great events are described by the man who made them happen.

The city of Nimrud (the biblical Calah), where the inscription lay buried, is a low mound near the Tigris River in Iraq. For many years diggers

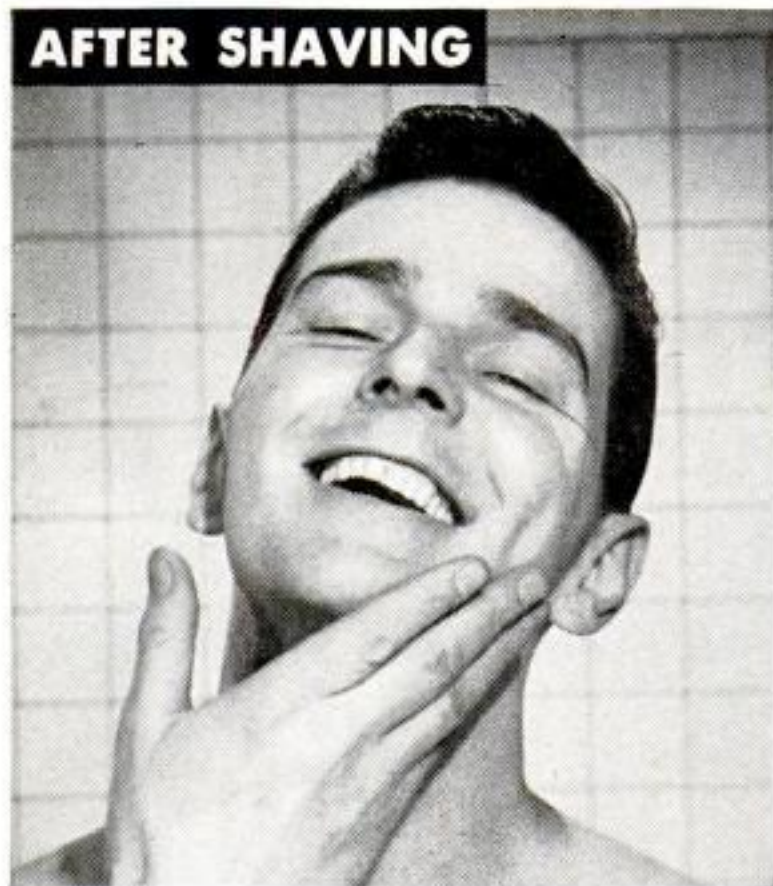
have probed its ruins to learn of the high civilization that once flourished there. But many fascinating details of that civilization remained unknown until last spring, when an expedition from Iraq's British School of Archaeology and New York's Metropolitan Museum of Art found the stone inscription. Translated by D. J. Wiseman of the British Museum, it proved to be a narrative by Assur-nasir-pal himself of how he triumphed in the field, rebuilt his city and summoned guests to a fabulous feast in his honor. Transposed into colloquial English by M. E. L. Mallowan, the expedition's leader, the king's own words are published for the first time on the following pages, illustrated with carvings from Assyrian palace walls.

**ASSUR-NASIR-PAL'S PALACE TODAY IS A CRUMBLING RUIN. THRONE ROOM IS CENTER REAR. TALL MOUND BEYOND IS A ZIGGURAT OR TOWER FOR WORSHIP**





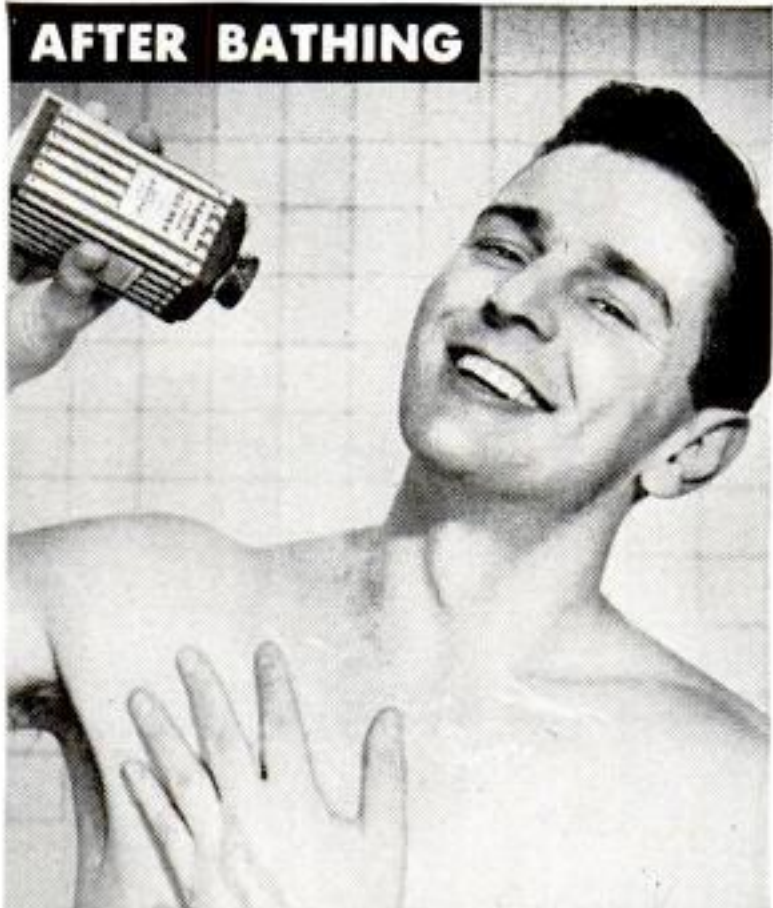
## AFTER SHAVING



## Dime face shine

Neutral tint won't show on your face. Helps cover nicks, blemishes. Made for men, of imported Italian talc, micro-pulverized for fineness.

## AFTER BATHING



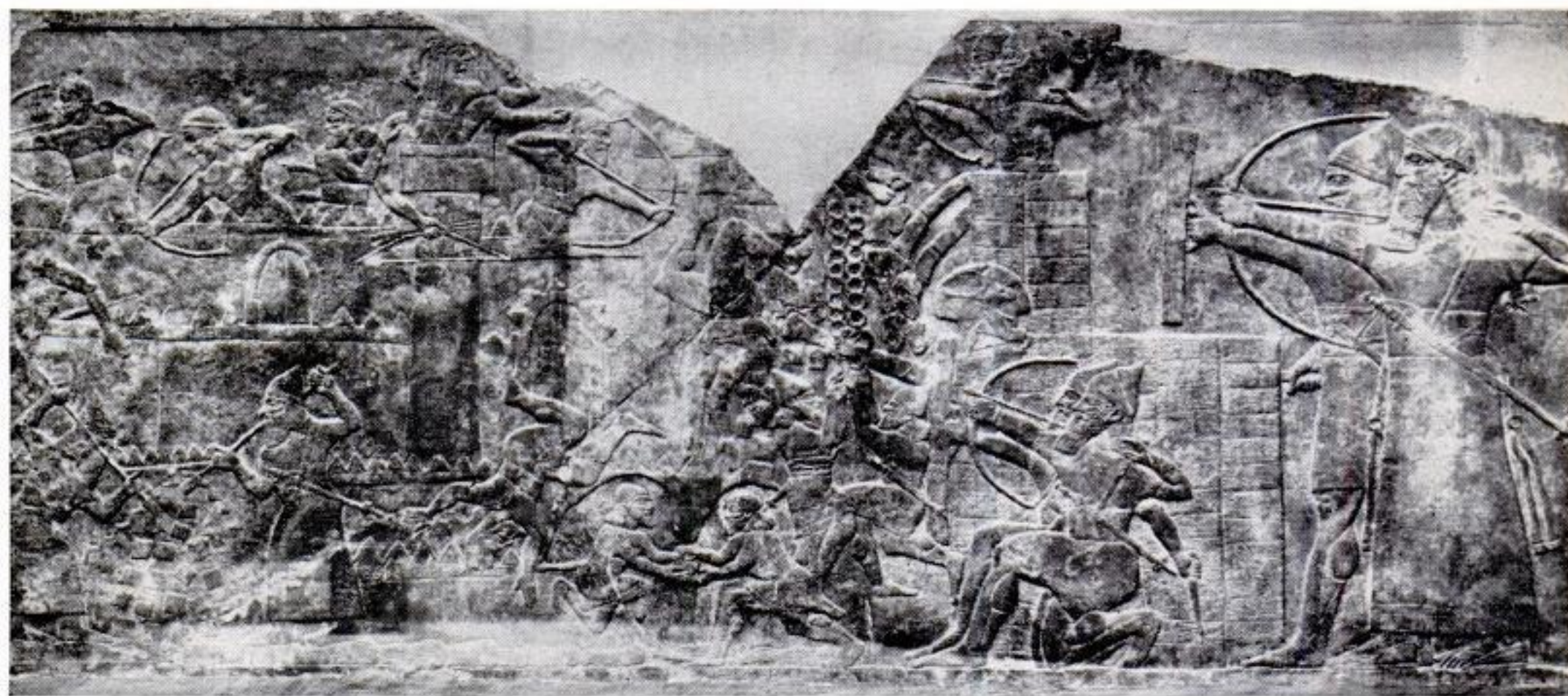
## Relieves body chafe

After every bath or shower, dust your body with this soothing, faintly-scented talc. Keeps you chafe-free and comfortable longer!

Make the finishing touch



Largest selling men's talc in America



FRIEZE SHOWS THE KING'S WARRIORS (RIGHT) ATTACKING A CITY. "I AM FEARLESS IN BATTLE," HE WROTE

## THE KING'S OWN NARRATIVE

THIS is the palace of Assur-nasir-pal, the high priest of Assur and king of Assyria, favorite of the high gods and beloved by them.

"My father and my grandfather were kings of Assyria before me and were powerful in their time. I trust in Assur my god; there is no prince that can match me in strength. I am the shepherd of my people, fearless in battle; I am like unto a great flood that none can withstand.

"With the help of my god Assur, I established my power in the plains and in the hills. I received tribute, took hostages and established my authority from the river Tigris to the mountains of Lebanon and the Mediterranean Sea. The north country as far as Armenia submitted to me; I controlled the eastern passes which lead into Iran; beyond my southern frontier I annexed a number of Babylonian fortresses.

"Wisdom has been granted me in good measure no less than the glory of power, for the god Ea (who is lord of the waters that flow under the earth) has endowed me with understanding. Thus it came to pass that I changed the face of the ancient mound of Nimrud and gave it a new lease on life. I dug down to water level and laid the foundations for my new buildings, which I set up on a solid platform 120 courses of brickwork in depth.

"To establish a dwelling in which my royalty might take pleasure, I built an eight-winged palace and adorned it with various kinds of costly wood: box, cedar, cypress, pistachio, tamarisk and other varieties. . . . I covered the woodwork with bronze and I fitted bronze bolts and hinges on the doors. Over the doors I set sky-blue glazed bricks which depicted the mountains and seas that I had crossed, and the booty I had won in war by the glorious might of my arms.

"I took a multitude of persons whom I had captured during my campaigns in the mountains to the east and north of Assyria, and together with a host of men from the Hittite country west of the Euphrates I settled them in Nimrud.

"I dug a canal which ran from the banks of the river Zab into my city, and to do this I had to cut through sheer rock. I named it 'Canal of Abundance.' I planted gardens in the meadows which I had irrigated between it and the river Tigris.

"I dedicated the city to my god Assur, in the temples made offerings of all kinds of fruits and vines. From the strange lands in which I had travelled, up hill and down dale, I gathered trees and seeds wherever I saw them. Here is the list thereof: cedar, cypress, box, pine, 'physician's ointment,' juniper, several kinds of oak and willow,

CONTINUED ON PAGE 154



AFTER A VICTORY PRISONERS ARE LED TO THE KING. "I RECEIVED TRIBUTE," HE REPORTED, "TOOK HOSTAGES"



# There's always one guy...



## He keeps "Tuned-up" by adding **BARDAHL** !

**EXPLANATION:** Automobiles get sick like people. And it's the little ailments that drive you crazy. Take sticky rings and valves, for example. If your car jerks in traffic, bucks on hills, eats up gas, balks at starting, or seems to ping . . . chances are, your engine is clogged with carbon, choked by sludge. You don't need an overhaul. You need a "BARDAHLized TUNE-UP JOB."

BARDAHL penetrates the gums and varnishes on valve guides and rings, lets your engine breathe again. You'll feel new zip and power. Works with hydraulic valves, too. BARDAHL releases "frozen" valve lifters (unless they are damaged) and plates the metal with a tough

oil film. Keeps 'em quiet, operating smoothly.

Try a "BARDAHLized TUNE-UP" tomorrow. One quart of BARDAHL goes in the crankcase. Pour a few ounces in each spark plug opening while the motor is warm (or, with valve-in-head engines, set at fast idle and feed one pint through the carburetor air intake). And finally, empty a four-ounce can of BARDAHL TOP OIL in the gas tank. Your local new car dealer, garage, or gas station will do the whole job in nothing flat.

Just one more thing—keep adding a quart of BARDAHL with your regular 1,000-mile oil change. You be the guy who breezes by the repair shop.



BARDAHL MANUFACTURING CORP., SEATTLE • BARDAHL OIL COMPANY, ST. LOUIS  
BARDAHL LUBRICANTS, Boston • Vancouver • Montreal • Oslo • Antwerp • BARDAHL DE MEXICO, Mexico City  
BARDAHL LUBRICANTS MEDITERRANEA, Firenze, Italy

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In the Spring this Life Line  
is important...



and so is the **LIFE-LINE**  
of your car engine's fuel system...



It's more fun to take  
that spring motor  
trip with a smooth  
running engine — more  
economical, too!

# CARTER



## PRODUCTS

The LIFE-LINE of your Car Engine's Fuel System

**THE PUMP**  
to insure  
fuel supply



**THE FILTER**  
to clean  
the fuel



**THE CARBURETOR**  
to vaporize and  
deliver the fuel  
into the cylinder



Look under **CARBURETOR**  
in the classified pages  
of your phone book for the  
authorized dealer nearest  
you and have your LIFE-LINE  
checked now.

**YOU GET A LIBERAL TRADE-IN ALLOWANCE ON YOUR  
OLD CARBURETOR OR FUEL PUMP!**



**CARTER CARBURETOR CORPORATION**

St. Louis 7, Missouri

Division of American Car and Foundry Company

879 B.C. CONTINUED

date palm, tamarisk, laurel, poplar. Amongst the fruit trees: date palm, mulberry, bitter almond, pistachio, pomegranate, medlar, loquat, pear, quince, plum and vines. There was Persian lilac, aloe, castor-oil plant and frankincense of Arabia. The flowers were like the stars of heaven in a garden of delight.

"In Nimrud, my royal capital, I not only endowed the gods with temples where none had been before, but also refounded and re-established many others . . . and set up gleaming bronze statues at the gates, and decorated them with red gold and precious stones.

"I inlaid the shrine of my lord god Ninurta with gold, and to right and left of it set up lapis lazuli tablets beneath which were golden images of terrible snakes. I appointed festivals in honor of the god during the months of February and September; for these occasions I ordained brilliant pageants, plenteous offerings, libations and incense. In this temple I dedicated to the god a statue of my royal person in my own image and likeness; the statue was fashioned of red gold and precious stones.

"I restored the neglected cities which had fallen into decay . . . and resettled them with many peoples. I built massive storehouses at the borders of my empire. I ordered provisions to be kept in them to meet military and civil needs.

"Ninurta and Palil, gods of the chase to whom I am endeared because I am their priest, gave me authority over the beasts of the field and urged me to the hunt. I slew 450 mighty lions and in my hunting chariots ran down 390 wild bulls and 200 ostriches as easily as if they had been caged. Amongst the animals that I succeeded in capturing alive were 30 noble elephants, 50 wild bulls, 140 ostriches and 20 lions. From two of my governors in Syria I received five wild elephants as tribute and I took them along with me as I marched. I collected herds of bulls, lions, ostriches and apes, male and female of the species, in order that they might multiply in the land of Assyria and yield increase like unto the people that I had gathered there.

"When I declared open the palace of Nimrud, I invited into it Assur, god of gods, and all the gods in the land. The palace with its adornments was the joy of my heart, for embodied within it was all the skill of Nimrud."

(Then follows a long list of food and drink which were offered on that occasion.)

"1,000 head of barley-fed oxen, 1,000 young cattle and home-grown sheep, 14,000 head of common-stock sheep, 200 head of oxen

CONTINUED ON PAGE 157



"... I ORDAINED ... PLENTEOUS OFFERINGS, LIBATIONS AND INCENSE"



"... I SLEW 450 MIGHTY LIONS [FROM] MY HUNTING CHARIOTS"





"... I COLLECTED ... APES, MALE AND FEMALE OF THE SPECIES"

and 1,000 fat sheep from the herds of the goddess Ishtar, and 1,000 lambs. 500 head of deer and 500 gazelles. 1,000 bustard, 500 geese, 500 fowls and two other varieties of game in quantities of 1,000 apiece. 10,000 pigeons, quail and sand grouse. 10,000 fishes. 10,000 eggs. 10,000 loaves of bread. 10,000 measures of beer, 10,000 bottles of wine in skins, 100 measures of best quality mixed beer, pomegranate juice and grapes."

(After this comes a list of garden produce, fruits and condiments. There then follows the census of the city and of the number of men and women invited to the feast.)

"47,074 able-bodied men and women. 5,000 high officials from abroad including men from Syria and Cappadocia. Also Hittites, Armenians, men of Tyre, Sidon and others. 16,000 slaves from Nimrud. 1,500 high officials engaged in the administration of my palaces.

"For 10 days I feasted these happy peoples of all the lands together with the people of Nimrud. I wined, bathed, anointed and honored them and thereafter sped them to their homes in peace and in joy."



HIS MENU INCLUDED "... PIGEONS, QUAIL AND SAND GROUSE"

now exclusive  
***Tension-Free Support\****

answers your  
mattress question



"Perfect Sleeper"

America's Finest  
Smooth-Top Mattress  
and Box Spring

Innerspring or  
Serta-foam Latex

\*It's the Serta Patented  
"Uni-matic" Construction  
that gives you wonderful  
new "tension-free support"  
It gently cushions as it  
soothes and relaxes you.  
It's your answer to the  
finest in sleeping comfort.  
So smooth, so restful —  
so satisfying.

Get the "Perfect Sleeper"  
Mattress that's right for  
you: — healthfully firm, or  
the Sertapedic extra firm  
for back sufferers.

Try it! Know the difference  
in comfort! \$59.50 to  
\$99.50 at better dealers  
coast to coast, Hawaii  
and Canada.



\* **Healthful Tension-Free Support**  
x-rays prove, millions approve



GUARANTEED — against  
any defects caused by  
faulty workmanship, ma-  
terials or construction.

© SERTA ASSOCIATES, INC.  
Chicago 11, Illinois





**LOOKING OVER FIELD,** Xavier Quevedo (*left*) and Paul Charbin, of Princeton, scan girls from Penn

Hall Junior College. Outnumbered, the men passed girls by. But girls found dates later in the evening.



**SHE HAS JUST FOUND OLD FRIEND**

## *Under the Biltmore Clock*

### **IT IS FAVORITE PLACE FOR COLLEGE DATING**

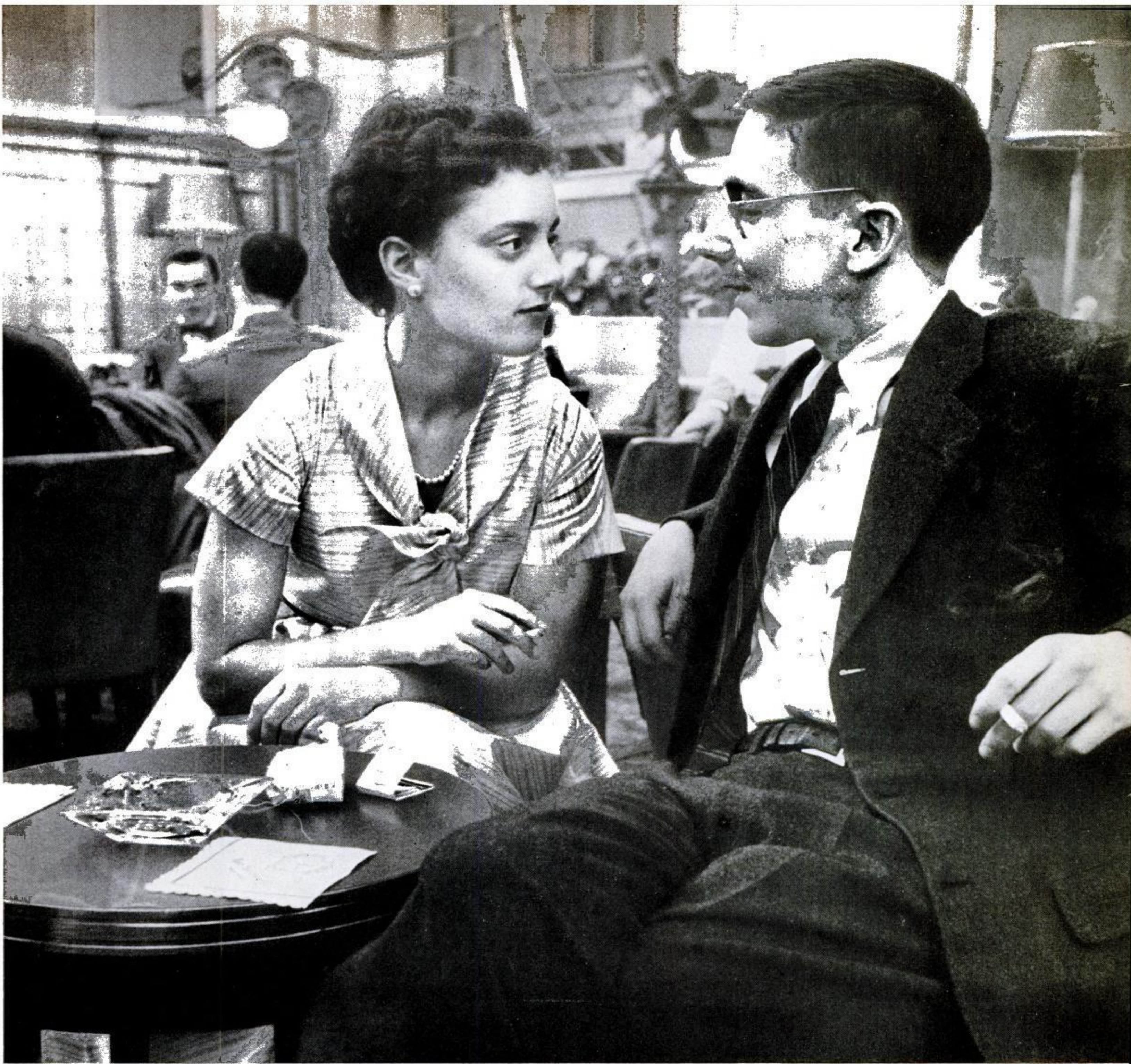
For college students coming to New York for a weekend, the Biltmore Hotel has always been "the" place to meet because it is popular, respectable and conveniently located just across from the Grand Central Station. But an even greater lure is that if the collegians don't have a date when they arrive, they usually have no trouble at all finding one "under the clock" in the Biltmore lobby.

Here the boys from Princeton or Yale size up girls down from Wellesley or Smith who have dropped in on the chance of meeting someone from Yale or Princeton. If the "Didn't I meet you here before?" gambit is unsuccessful, the "Don't I know someone you know?" seldom is. As one girl explained two weeks ago, when more than 1,800 students on spring vacation crowded into the Biltmore lobby and cocktail lounge: "After you've been here for awhile, you can't tell who you know from who you don't know."



**MOVING IN,** Peter Wagner of Dartmouth introduces himself to Rita and Zelda Simen, of Cornell.





INTENT ON EACH OTHER, NANCY HATCHER AND CHARLES VICINUS, BOTH OF ANTIOCH COLLEGE, ARE OBLIVIOUS OF BYPLAY GOING ON IN BILTMORE LOUNGE



**FIRST ROUND** is a draw. Girls are cool, but reveal they are in town to pose as Toni Twins.



**SUPREMELY CONFIDENT** because the conversation has become friendly, Peter offers to take them out.



**KNOCKOUT** is scored on Peter as girls get into coats before catching train to their home in Scarsdale, N.Y.






**PITCHING HARD**, James Drake Jr. tries to talk "Jo" Lamson into breaking date with another man to go out with him. But she sticks to her first choice.



**STILL PITCHING** for a date, Drake turns his attention to Gloria Shannon, but she also had made other plans for the evening and declined to change them.

CONTINUED ON PAGE 162



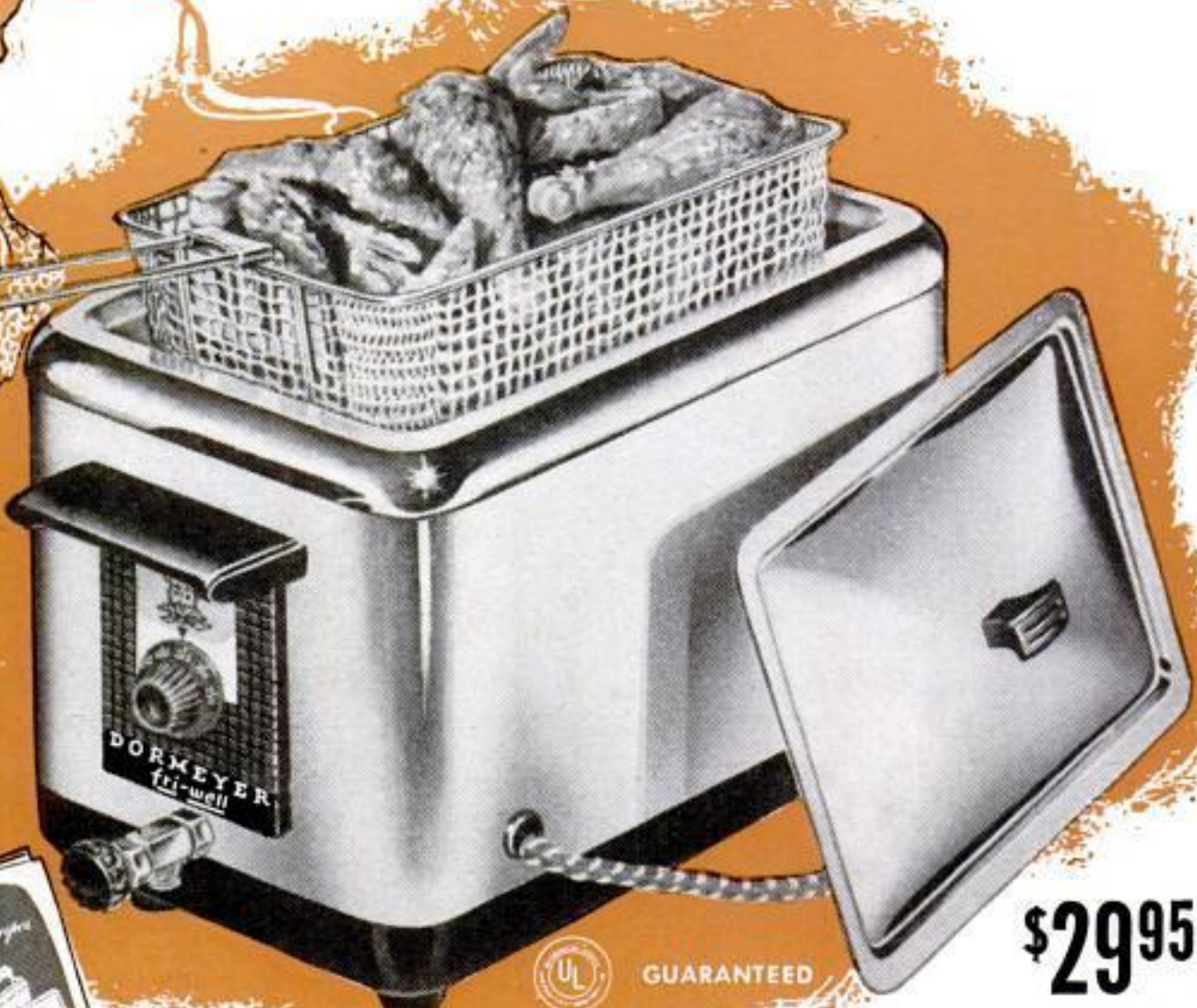
# America's favorite flavor...

M-m-m-m—deep-fried and dee-licious! And it's *automatic* with the Fri-Well. Just set the thermostat and in a few minutes you'll be enjoying foods browned-to-a-turn. Economical, too... only 3 lbs. shortening needed, reusable many times. Safe "Drain-Away" faucet eliminates messy hand-pouring. Monotube heating through sides means quick, even frying... no scorching or burning. See—get your Fri-Well today.

## ...from America's favorite fryer

# Dormeyer Fri-Well

AUTOMATIC ELECTRIC DEEP-FRYER




**\$29<sup>95</sup>**  
COMPLETE

**100 different ways to use your Fri-Well!**  
From soup to doughnuts, here are a few of the many foods you'll enjoy with your wonderful Dormeyer Fri-Well.

<b>Deep-fries</b> meats, chicken, seafood, pastry	<b>Cooks</b> soups, stews, chili.
<b>Bakes</b> potatoes, pies, muffins, biscuits	<b>Steams</b> vegetables, clams
<b>Blanches</b> foods for deep-freezing	

**FREE!** New recipe book, "100 Delicious Recipes for Dormeyer Fri-Well Cooking," included.




**DORMEYER FOOD-FIXER.** The mixer with electric food grinder AT NO EXTRA COST! Fingertip beater release, 10 recipe-tested speeds on Dial Selector. Juicer, grinder, all accessories and big new cook-book included. Guaranteed. Ask to see the Food-Fixer when you buy your Fri-Well!

**\$46<sup>50</sup>**  
COMPLETE

**DORMEYER** DEEP-FRYER • MIXERS • BLENDER • TOASTER  
DORMEYER CORPORATION, Chicago 41, Illinois



Early American charm for today's smartest setting...

# COLONIAL HOMESTEAD

pictures a different scene  
of Colonial living on each piece...yet a  
complete starter set for 4 is only...

# \$5.95

20-Pc. Set

There's heirloom beauty in these American traditional designs. Colonial Homestead looks "at home" and perfectly lovely in any setting, traditional or modern. Each piece in a place setting is decorated with a different scene in smart pine green, in detailed woodcut design. Patterns, authentic and original, are applied under glaze and will not fade or wash off ever! This exclusive Royal China patented process makes Colonial Homestead's low budget price possible. Open stock.

At all leading stores.

## OPEN STOCK PRICES

Tea Cup . . . . .	\$ .45	Chop Plate, Round 13" . .	\$1.25
Tea Saucer . . . . .	.20	Vegetable Shallow . . .	.60
Fruit . . . . .	.25	Vegetable Deep . . . .	.75
Rim Soup . . . . .	.50	Covered Sugar . . . .	1.60
Lug Soup . . . . .	.50	Creamer . . . . .	.85
Oatmeal . . . . .	.35	Salt Shaker . . . . .	.50
Plate 6" Bread-and-Butter .	.30	Pepper Shaker . . . .	.50
Plate 7" Salad . . . .	.35	Gravy Boat . . . . .	.95
Plate 9" Breakfast . . .	.45	Gravy Boat Stand . . .	.40
Plate 10" Dinner . . . .	.55	Covered Casserole . .	2.95
Lug Meat Platter 11½" . .	.75	Covered Teapot . . .	2.50
Chop Plate, Round 12" . .	.95		

(Above prices slightly higher West of the Rockies:  
Starter set, \$6.95; 53-pc. set \$22.75)

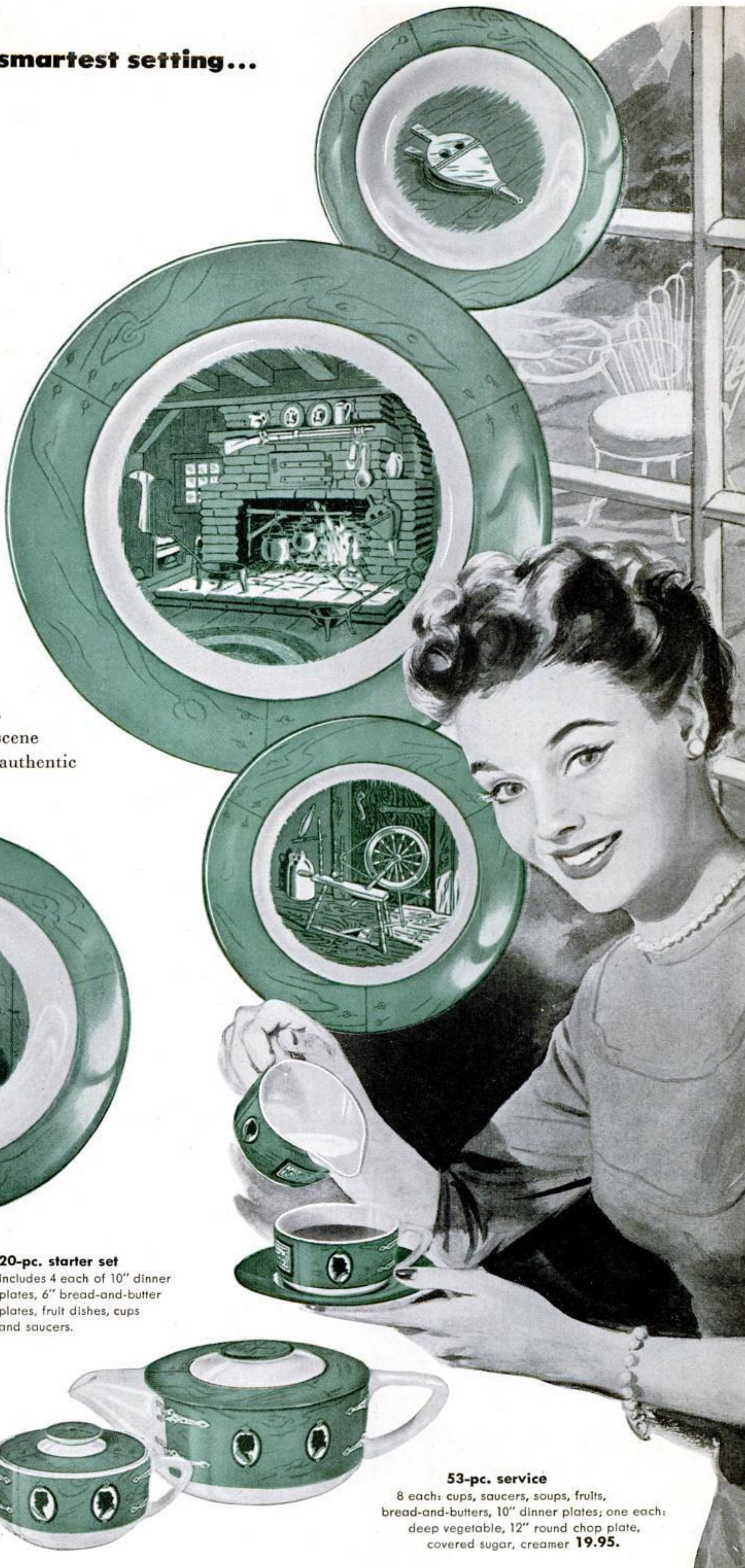
## ROYAL CHINA INC.

SEBRING, OHIO

**20-pc. starter set**  
includes 4 each of 10" dinner  
plates, 6" bread-and-butter  
plates, fruit dishes, cups  
and saucers.

## 53-pc. service

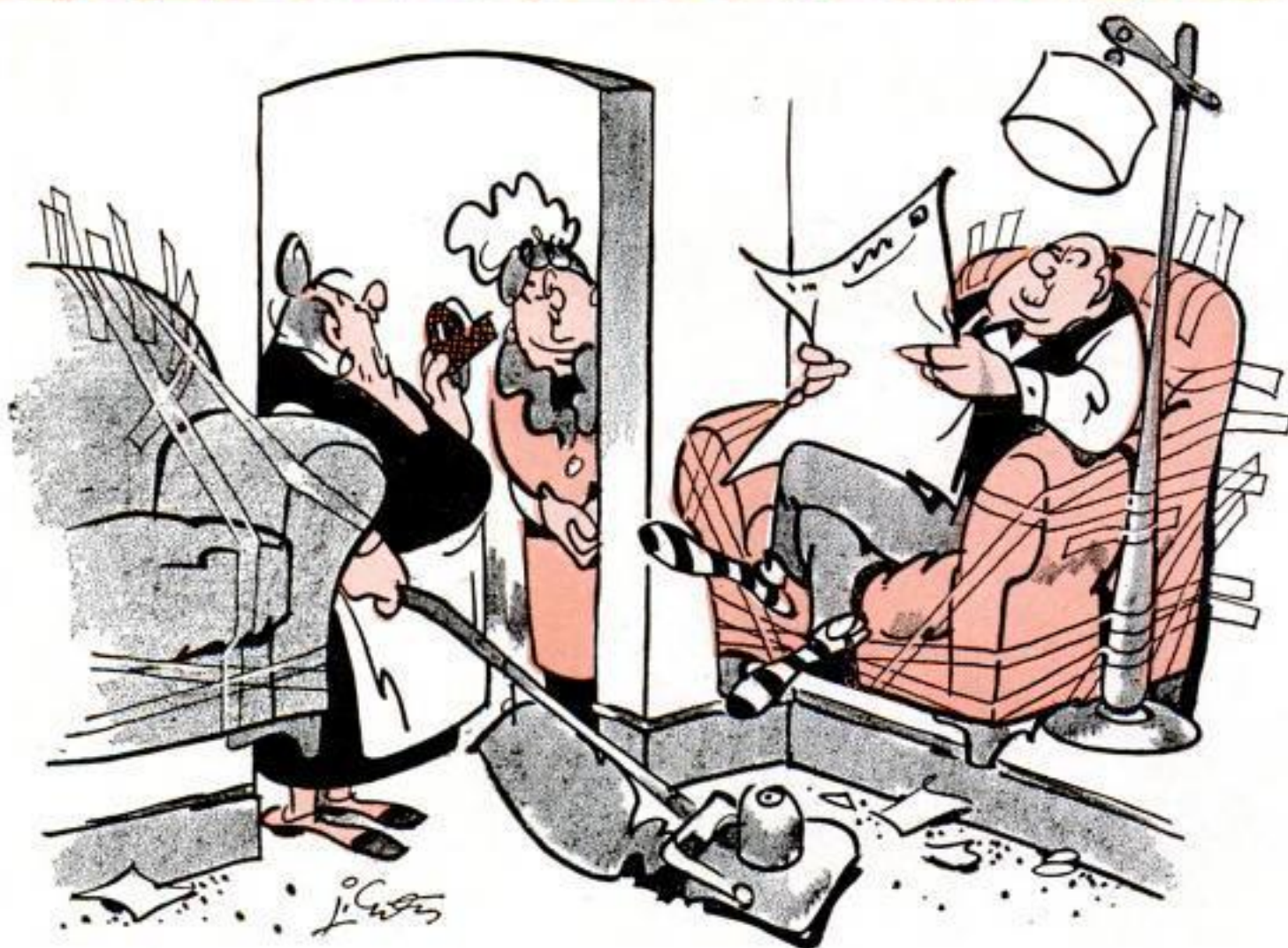
8 each: cups, saucers, soups, fruits,  
bread-and-butters, 10" dinner plates; one each:  
deep vegetable, 12" round chop plate,  
covered sugar, creamer **19.95.**





**TAPE IT EASY....**

*by L. C. Lewis*



"It makes vacuuming a lot easier... and I only used two rolls of 'Scotch' cellophane tape!"

**Tape does all of these jobs easier for you!**



**SEALING SANDWICH WRAPPERS!** "Scotch" cellophane tape sticks at a finger touch, helps keep sandwiches fresh and tasty.



**HOLDING SHELF PAPER!** "Scotch" Brand holds tighter than any other cellophane tape, leaves no marring tack holes.



**MENDING PATTERNS!** No work at all to mend tears or take tucks in patterns with this extra-clear tape.



**REMOVING LINT!** Wrap a few turns of tape around your hand, sticky side out, and pat lightly. Lint comes off clothing and upholstery like magic!



**PROTECTING PRESCRIPTION LABELS!** Dosage directions and re-order numbers won't smudge or smear if you cover label with smooth-surfaced "Scotch" Brand tape!



**SCOTCH BRAND CELLOPHANE TAPE**

The term "Scotch" and the plaid design are registered trade marks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn. — also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N. Y. In Canada: London, Ont., Can. © 1952 3M Co.



*Billmore Clock* CONTINUED



**FIDGETY MAN** Jim O'Brien wanders around under famous clock waiting for a date who, by 6:30, was 15 minutes late. She finally showed up at 6:45.



**LONESOME GIRL** Nora Bristow of Hillburn, N.Y. has already waited an hour for date to arrive on a train from Hartford, Conn. He never showed up.



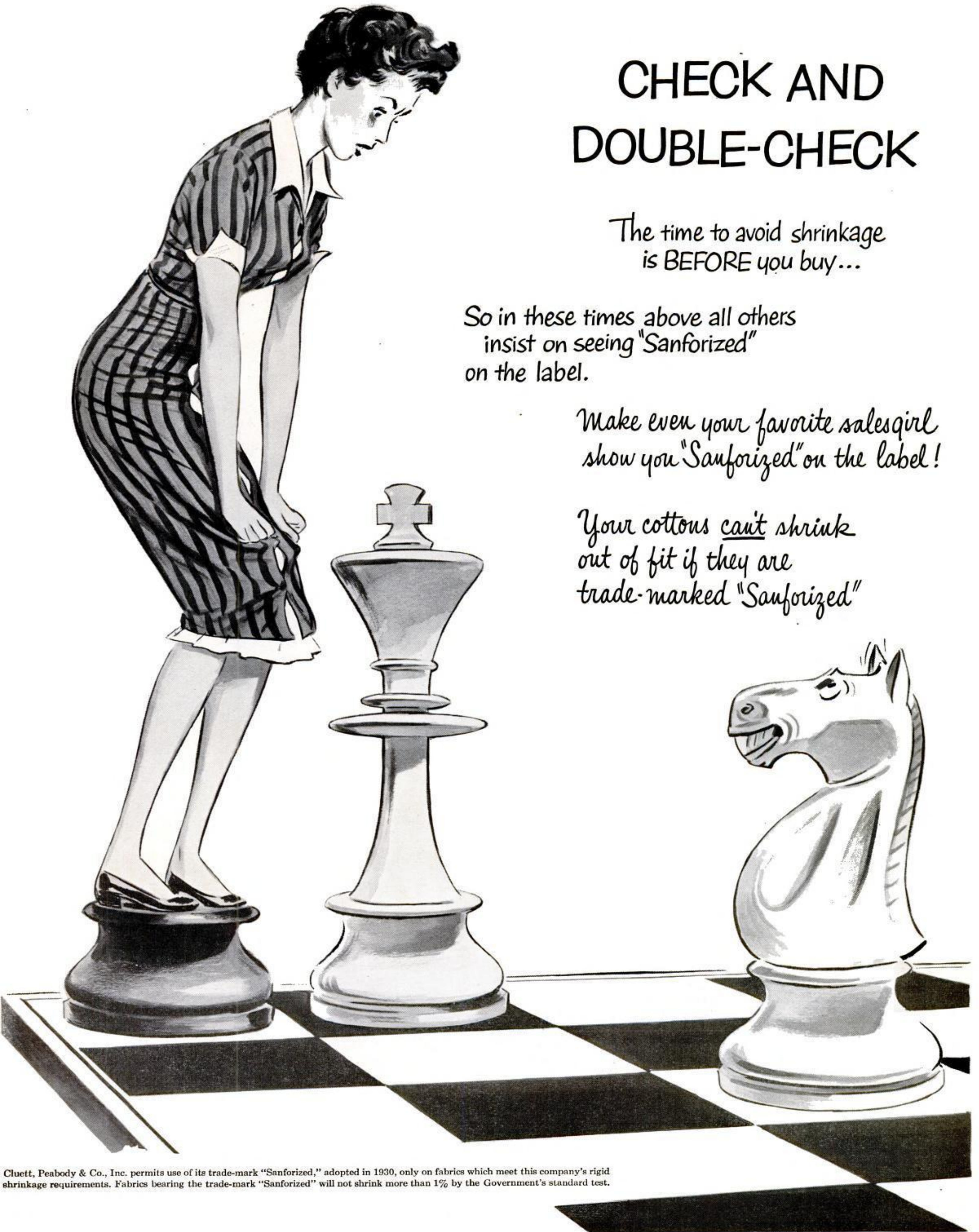
# CHECK AND DOUBLE-CHECK

The time to avoid shrinkage  
is BEFORE you buy...

So in these times above all others  
insist on seeing "Sanforized"  
on the label.

Make even your favorite salesgirl  
show you "Sanforized" on the label!

Your cottons can't shrink  
out of fit if they are  
trade-marked "Sanforized"



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.





from LIFE, February 11, 1952, by Hugh Sldey

## WHAT'S IN A PICTURE . . .

Sometimes the camera lets us slip through the walls of a house and watch the goings on inside.

In this riotous moment we are clearly out of place. The babysitter (in this case, the Mayor of Omaha) should be watching the baby, but he has problems. He isn't sure which is the most immediate. Things happen so fast.

With mother out of the way, the oldest girl is

eating too much candy. Her sister is surely not allowed to jump on the furniture. But what can a man do in this woman's world? Only the little girl in the sofa corner is no problem—for the moment.

The camera takes a split second to sum up the situation and express its varied emotions. Only a picture can say so much so quickly, and yet give us something to chuckle over for a long time.

... to see life ... to see the world ... to eyewitness great events

**LIFE**



I SAW  
*Ships of the Desert*  
 TAKE TO THE AIR



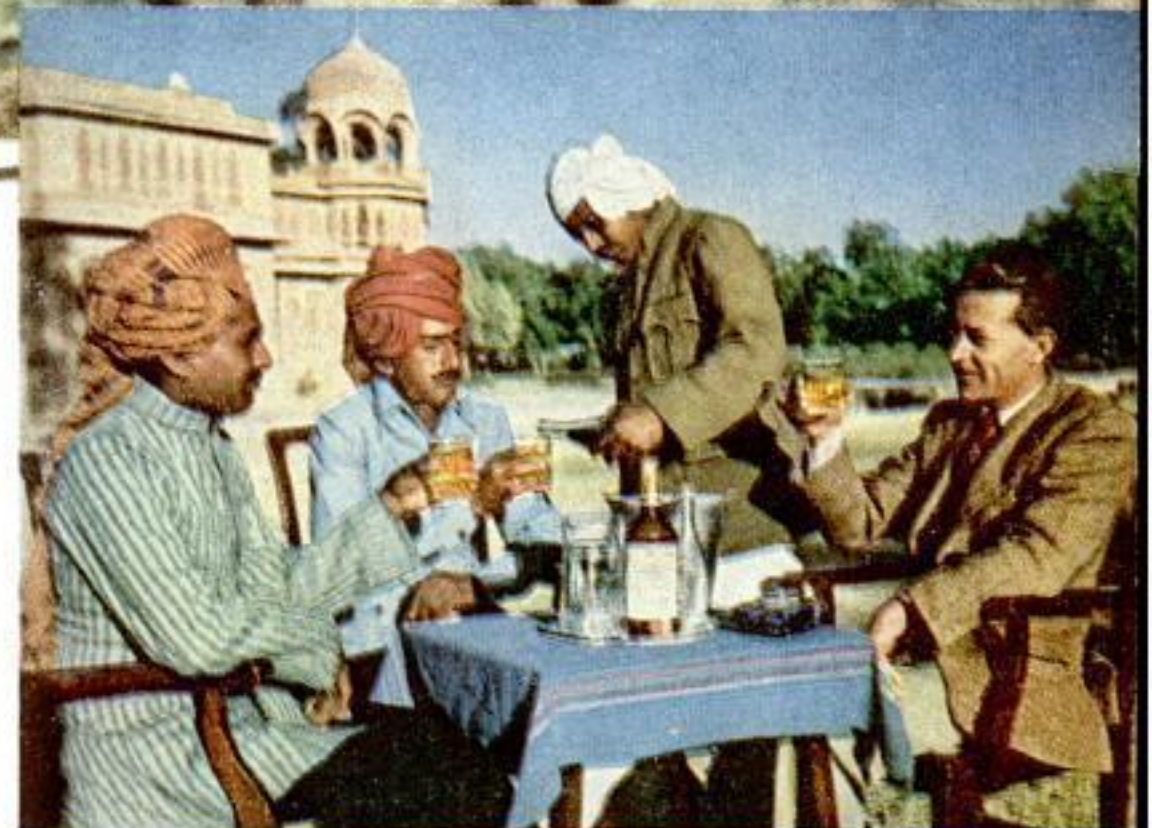
**1** "When he shifts into high, a camel can really make the dust fly. My camera went a mile a minute to catch these ungainly dromedaries taking hurdles," writes an American friend of Canadian Club visiting India. "An intimate of the Maharajah had invited me to see the Bikaner Camel Corps go through its paces. I'd expected formal pomp, but I sat up and took notice when the camels soared over jumps . . .



**2** "Camelback gymnastics may not help the corpsmen on their routine desert patrols, but they certainly prove the men are masters of their mounts. Riding a camel is hard enough the regular way—but these hard-riding acrobats stand up for the take-off!



**3** "Careful, Sahib!" one corpsman warned when I approached to pat his haughty hump-back. I jumped back just in time to avoid a pair of snapping jaws. Then I learned that the camels of the Indian Desert, while trained to regimental precision, can't be trusted to be polite. And a camel's bite is no nip.



**4** "Surprised?" asked my host back at the Maharajah's Lallgarh Palace after the maneuvers. 'By the camels—yes,' I said, 'but not by this.' For in our glasses was Canadian Club!

**5** "You can't match a camel for covering the desert. And no whisky can match Canadian Club. It's the best in the house wherever I travel—and that's almost everywhere." Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon

—yet there is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long . . . in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS . . . THE BEST IN THE HOUSE

*"Canadian Club"*

6 YEARS OLD  
 90.4 PROOF

IMPORTED IN BOTTLE FROM WALKERVILLE, CANADA, BY HIRAM WALKER & SONS INC., PEORIA, ILL. BLENDED CANADIAN WHISKY.





ALL OVER AMERICA—SMOKERS ARE CHANGING TO CHESTERFIELD



"ALL OVER THE WARNER BROS. LOT  
CHESTERFIELD is the leading cigarette  
by more than **TWO** to **ONE**"

STUDIO BUSINESS MANAGER

*E. L. DePatie*

LUCILLE NORMAN enjoys  
a Chesterfield on location

See her in "CARSON CITY"  
A Warner Bros. Production  
Color by Warnercolor



*Try them today!*

**2<sup>to</sup>1** because of  
**MILDNESS**—plus  
**No Unpleasant After-taste\***

\*FROM THE REPORT OF A WELL-KNOWN RESEARCH ORGANIZATION

**AND ONLY CHESTERFIELD HAS IT!**

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